



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
March 20, 2018 – 10:00 a.m.

### ***SPECIAL BOARD MEETING AGENDA***

- I. Call to Order: Betsy Baker, Chairwoman  
Roll Call: Debbie Meihls

Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members

- II. Discussion and Approval of Special Event Grant Applications Funding Amount available for distribution \$50,000

A. Discussion open for board members

**a. Shark Bite Half Marathon & 5K -Requested Amount: \$15,000**

- Public Comment
- Board Discussion
- Motion

**b. IMAGES -Requested Amount: \$41,074**

- Public Comment
- Board Discussion
- Motion

**c. ACA-Community Programs -Requested Amount: \$72,940**

- Public Comment
- Board Discussion
- Motion

**d. Daytona ½ Marathon -Requested Amount: \$15,000**

- Public Comment
- Board Discussion
- Motion

**e. Flagler Avenue Business Association- Flock to Flagler - Total Requested Amount: \$10,800**

- Public Comment
- Board Discussion

- Motion
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- f. FishStock -**Requested Amount: \$49,250**
  - Public Comment
  - Board Discussion
  - Motion
  
- g. Southern Stone Event Group - **Total Requested Amount: \$17,775**
  - NSB Blues Festival \$625
  - NSB Chowder Festival \$625
  - NSB Christmas Cookie Challenge \$625
  - NSB Country& Bluegrass Music Festival & NSB Rock & Roll Music Festival \$1,250 (\$625 each)
  - NSB First Responders Weekend \$1,875 (Guns & Hoses Music Festival \$625, Mac & Cheese Challenge \$625, Firefighter Triathlon \$625)
  - NSB Ice Cream Social \$625
  - NSB Kite Festival \$2,200 (\$1,100 each fall and spring)
  - Last Night-First day at the Beach \$3,125 (NSB Film festival (2) \$625 each, NSB Grilled Cheese Challenge \$625, NSB Countdown Jam \$625, NSB Flamingo Beach 5K \$325
  - NSB Life's a Beach Triathlon \$1,500
  - New Smyrna Ween Races \$ 625 (Zombie 5K, Monster 10k, Little Devil Dash)
  - NSB Sand Art Festival \$ 2,200 (Fall and Spring \$1,100 each)
  - NSB St. Patrick's Races \$625 (Shamrock 5k & St. Patty Paws 2k)
  - NSB Taco Challenge \$625
  - NSB Turkey Day Beach 5k \$625
  - NSB Turtle Take off Beach 5k \$625
  - Public Comment
  - Board Discussion
  - Motion

III. Old Business/Public Comment:

Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.

IV. Adjourn

**Next board meeting April 17, 2018**



## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

NSB City Hall, Minutes of Special Board Meeting  
Tuesday, March 20, 2018

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**Members Present:** Betsy Baker, Mike Arman, Donna Ruby, Tom Clapsaddle, Chad Truxall

**Members Absent:** Jamie Dudley, Erick Lumber resigned do to work related responsibilities

Betsy Baker, Chair, called the meeting to order at 10:00 a.m.

Debbie Meihls called roll.

### **DISCUSSION AND APPROVAL OF SPECIAL EVENT GRANT APPLICATIONS FUNDING AMOUNT AVAILABLE FOR DISTRIBUTION \$50,000**

There was discussion among all board members regarding special events grants.

Mike Arman asked what was the status of each applicant regarding the year they have applied for the grants. Debbie Meihls explained that Shark Bite was on their 2<sup>nd</sup> year, Images, ACA, Southern Stone are in their 3<sup>rd</sup> year. FishStock is being taken in-house. Daytona Half Marathon didn't apply last year so they are in year 2<sup>nd</sup>, FABA is in 1<sup>st</sup> year because is a new event for the association.

Betsy Baker expressed that they should evaluate if they want to be on the event funding business at all, or focus on marketing.

Donna Ruby recommended voting in April during the approval of the new fiscal year budget, and they should evaluate if they want to continue with funding events.

Mike Arman said they should not eliminate the funding, rather evaluate better which events they want to support; even though the events not necessarily generate hotel bookings, they keep the good publicity that there is always something going on in town.

Tom Clapsaddle said that they are not supposed to be promoting events locally, it is supposed to be promoting out of the area and generate heads in beds that are trackable. He also said that Daytona Half

Marathon does nothing for the area. Hotels have to advertise with them in order to get any room night referrals.

Chad Truxall expressed that the criteria rating has gotten better. There is a 3-year track record. They have to decide which events would be signature events. He doesn't want to get rid of special events grants.

Betsy Baker told the board to take into consideration that the funding amount allocated for special event grants was \$50,000 and the requests were beyond that amount.

**SHARK BITE HALF MARATHON & 5K REQUESTED AMOUNT \$15,000**

There were no representatives for Shark Bite Half Marathon & 5K Event.

Donna Ruby recalled that last year Shark Bite requested \$15,000 and they were approved for \$7,500. They provided the backup, complied with all the requirements and have good backup for attendance.

Donna Ruby made the motion to fund the event, Chad Truxall seconded. All members in favor.

Chad Truxall made the motion to fund Shark Bite Half Marathon and 5K at \$10,000, Tom Clapsaddle seconded. All members in favor.

**IMAGES REQUESTED AMOUNT \$41,074**

Nancy Lowden-Norman was representing Images. She expressed that they are a small nonprofit operation, and it requires a lot of the staff time to keep all their sponsors happy. They also need a lot of capital for the events to happen. The funding from SVAA goes to out of county marketing. Because of their nonprofit status they are able to triple the money provided with in-kind advertising. They don't have host hotels, they recommend all the hotels. They are diligent on how they spend the money from sponsors.

Betsy Baker asked if Images was a fundraiser. Nancy Lowden responded that it was to a certain extent.

Debbie Meihls inquired about the quantifications of room nights reported as 9,791 with an average stay of 44 days. Nancy Lowden replied that they do the surveys but they don't ask for specific hotels. They have never been asked to include that in their survey cards. Debbie Meihls said staff provides guidelines, but is up to the event promoter to gather all the required data. With everything going on with the legislature they will be required to be stricter with the requirements.

Nancy Lowden also requested the board, for next year when they are looking at their budget, to consider Images to be part of SVAA signature events.

Donna Ruby recalled that on the previous year they requested \$50,854 and they were funded for \$25,000.

Donna Ruby said it is a premier event for the town. Winter guests are here and they enjoy attending. The numbers captured on the surveys is people that are here and other than the artist is hard to track if the primary trip was Images, probably not because those are winter guests that are already here.

Mike Arman made a motion to fund Images, Tom Clapsaddle seconded. All members in favor.

Donna Ruby made the motion to fund Images at \$25,000. Chad Truxall seconded, all members in favor

**ACA-COMMUNITY PROGRAMS REQUESTED AMOUNT \$72,940**

Katheryn Peterson was there to represent ACA. She expressed that they get all kinds of grants, but none for advertising. They get nonprofit rate for newspapers and radio. They auction different items throughout the year.

Donna Ruby recalled that last year they requested \$67,565 and were approved for funding for \$12,500.

Chad Truxall expressed that he loves the community events but he doesn't see it as a signature event as Images would qualify.

Mike Arman made a motion to fund ACA - Community Programs. Tom Clapsaddle seconded, all members in favor.

Tom Clapsaddle made a motion to approve funding for ACA at \$15,000. Donna Ruby seconded. All members in favor.

**DAYTONA ½ MARATHON REQUESTED AMOUNT \$15,000**

Kate Sark was representing Daytona ½ Marathon. The event is promoted outside the county. They had over 2,000 participants last year. Their race management was up for review and they have different ideas to enhance the overnight stays in the area.

Tom Clapsaddle asked if they sell advertising or charge hotel for advertising on their event? He also asked if they are charging hotels to be promoted on their website? He was concern that hotels have to pay to be on their booking engine. Kate Sark said she was not completely sure if there has been a charge

for hotels in the past, but since they need to track hotel rooms they are willing to reconsider and evaluate not to charge hotels. Tom Clapsaddle was very concern that they were charging hotels since the three Advertising Authorities were helping promote the event as that will be double dipping.

Debbie Meihls commented that they didn't even know that their logo was included last year. The logo they used was an old logo.

Chad Truxall expressed that it was challenging to evaluate an event that happens in Daytona and not being able to track if this event is generating hotel stays in Southeast Volusia. Kate Sark said that the three Advertising Authorities are their official marking partners. Kate Sark also expressed that they are trying to promote the event as a Race-cation. They are looking into expanding the event and make it into multiple days and include the other areas.

Mike Arman also expressed that they didn't have any hard data showing hotel stays. It is a Daytona event.

Tom Clapsaddle said that he is only 7 miles from the track and didn't generate anything for his hotel in Port Orange.

Mike Arman made a motion to not fund Daytona ½ Marathon, Tom Clapsaddle seconded. All members in favor.

**FLAGLER AVENUE BUSINESS ASSOCIATION-FLOCK TO FLAGLER – REQUESTED AMOUNT \$10,800**

There were no representatives from Flagler Avenue Business Association. The board had concern that it is a retail event.

Betsy Baker didn't see the event generating hotel stays. It also reports a \$12,000 income loss.

Chad Truxall made a motion to not fund Flagler Avenue Business Association's Flock to Flagler event. Donna Ruby seconded, all members in favor.

**FISHSTOCK REQUESTED AMOUNT \$49,250**

The board decided not to fund FishStock and take the event in house.

**SOUTHER STONE EVENT GROUP TOTAL AMOUNT REQUESTED AMOUNT \$17,775**

There were no representatives from Southern Stone.

Nancy Maddox, Leisure Services Director for the City of New Smyrna Beach requested time to explain that they have special events ordinance, they have a committee, fees that they charge. She expressed that Southern Stone hasn't come to request/pay for permits for over a year and that is an issue.

The events presented on Southern Stone application were as followed:

- NSB Blues Festival \$625
- NSB Chowder Festival \$625
- NSB Christmas Cookie Challenge \$625
- NSB Country& Bluegrass Music Festival & NSB Rock & Roll Music Festival \$1,250 (\$625 each)
- NSB First Responders Weekend \$1,875 (Guns & Hoses Music Festival \$625, Mac & Cheese Challenge \$625, Firefighter Triathlon \$625)
- NSB Ice Cream Social \$625
- NSB Kite Festival \$2,200 (\$1,100 each fall and spring)
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- NSB Taco Challenge \$625
- NSB Turkey Day Beach 5k \$625
- NSB Turtle Take off Beach 5k \$625

Tom Clapsaddle asked if any of the hotel get rooms from the First Responders weekend. Donna Ruby said that Atlantic Plaza participated and had a special code and they didn't get any hotel nights.

Betsy Baker expressed concern that these events aren't generating any hotel rooms and not complying with the City ordinance totally disqualifies them from receiving any funding.

Donna Ruby made a motion to not fund Southern Stone due to the lack of ability to report hotel night stays and not complying with City/County policies and procedures. Mike Arman seconded. All members in favor.

**OLD BUSINESS**

None.

**PUBLIC PARTICIPATION**

None.

**ADJOURN**

Meeting adjourned at 10.58 AM.