



Southeast Volusia Advertising Authority
Marriott Springhill Suites on Flagler Avenue
New Smyrna Beach, FL 32169
September 25, 2018 – 10:00 a.m.

SPECIAL MEETING: BOARD RETREAT 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. Approval of Minutes: August 28, 2018
- III. Treasurer's Report: Approval Financial Statements for August 2018
- IV. Chair Report
 - Executive Director's Review
 - Board Self-Evaluation Review
- II. Discussion and Approval:
 - ADA Compliancy addendum to ITI Digital = \$20,000 addendum
- V. Topics of Discussion & Approval:
 - A. Special Event Grants
 - B. Sustainable Tourism update – One Planet Living
 - C. Remote Visitor Centers
 - i. Marriott Springhill Suites – Flagler Avenue
 - ii. The Hub on Canal Street
 - D. Main Visitor Center and selling logo brand items
 - E. Marketing Trends
 - i. Marketing plan for FY1819
 - ii. Airbnb update
 - F. Staff
- VI. Old Business/Public Comment:

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

- VII. Adjourn

Next: Board Meeting October 23, 2018

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SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Marriott Springhill Suites, Minutes of Special Board Meeting
Tuesday, September 25, 2018

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

Members Absent: Jamie Dudley, Jim Rushing

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

Debbie Meihls called roll.

No Public Participation.

APPROVAL OF MINUTES August 28, 2018

Donna Ruby motion to approve the minutes from August 28, 2018, Mike Arman seconded, *all members in favor.*

TREASURER'S REPORT: FINANCIAL STATEMENTS: APPROVAL FINANCIAL STATEMENTS FOR August 2018

Donna Ruby presented the financial information. Income and expenses were as expected. Donna noted that we have \$200,072.61 in reserves. We should end the year with a small amount going into next year. nothing out of the ordinary.

By end of FY1819 we will have \$415,210 in reserves barring any catastrophic events.

Donna also mentioned that Debbie submitted all documents as directed to the County Finance department. She was then asked to reduce the increase the SVAA Board approved last year (and was approved by County HR), She was asked to provide a cover sheet to the revisions. After her presentation that day, the County Council voted to put back the increases for the trainees and Debbie's annual review. Apparently, our footnotes were not provided to county council prior which caused the confusion.

Tom Clapsaddle made a motion to approve the financial statements for August 2018, Mike Arman seconded. *All members in favor.*

CHAIR REPORT: BETSY BAKER

Betsy Baker reviewed the executive director evaluations from each board member.

Betsy mentioned that Debbie scored 35 out of 40 points to receive an “Excellent” review. There were a couple comments regarding staff turnover, Betsy referenced that herself and said she believed it could not be helped. Chad referenced it as well and asked about bandwidth and projects as executive director is handling a lot. Debbie responded that yes, there has been turnover, but remember that when we put these applications out we had to go out twice and keep them active longer due to past at SVAA. Also, Meghan was terminated for social media policy violations, Gentry was hired and stayed 5 months only to go back to One Daytona, Courtnee was a tie with Gentry for the position and if allowed to hire both She would have. Courtnee accepted the position and has fit in fabulously. Vivian left last April on Workers Compensation for 8 weeks, to return to the office she needed light duty which would be answering phones and walk-ins out front. She resigned immediately. Overall discussed was that the turnover is within normal constraints of doing business. We are a small group that has to get along well. The comment was brought up that Debbie’s review has a question about the board member, which lowers Debbie’s score so that should be removed for next year’s review.

Donna Ruby made a motion to give Debbie and increase in line with Volusia County’s increase next year. Mike Arman seconded the motion. All in Favor.

Betsy then discussed the board’s self-evaluations. Board scored a 45 out of 60. Board suggested that wording be looked at next year and changed, some questions do not pertain properly.

DISCUSSION AND APPROVAL OF ITI Digital Addendum 1 – 2018-2019 ADA Compliance \$20k

Debbie Meihls presented the agreement for the ITI Digital ADA’s Compliance on the website. Debbie mentioned the need to quickly get the website to ADA Compliance.

Tom Clapsaddle made a motion to approve; Donna Ruby seconded the motion. All members in favor

EXECUTIVE DIRECTOR’S REPORT: DEBBIE MEIHLS

Special Events: Debbie recapped that she mailed letters to Flagler Avenue Business Assn (FABA) and Southern Stone Events due to non-compliance of the approved funding for FY1718 events. No payments would be made to either for the following:

FABA \$5,000 -no invoices or backup received and past deadlines.

Southern Stone - \$19,500 – no invoice or proper backup, using SVAA name, address or website on County Permits, listed SVAA as event promoter on FABA website, past deadlines, owes City and County money on permits.

Atlantic Center for the Arts – upon receipt of the Community events invoice, no backup was received, it was then submitted, however, most advertising was local and not all advertising had our logo on it. They claimed that 2,228 rooms were brought in from the event without proper backup of the rooms and

what hotels? They were asked to provide a listing of year to date rentals of their cottages and (2) homes on ACA Campus and what lodging taxes they have paid this year. Kathryn Peterson, who has spoken in public comment in the past, has always said they pay the lodging license. After correspondence that day with her and Kevin we looked up and found ACA does not have a lodging license, never has. DBPR has told us they owe the tax and will follow up with them. County has said the same.

Tom Clapsaddle made a motion to cancel check for \$12,500 for the community events grant due to lack of backup and did not follow guidelines. Mike Arman seconded the motion. All members in favor.

A Second motion was made to suspend the grant approval for ACA Images \$25,000 and ACA Community Events \$15,000 for a total of \$40,000 until they show evidence of a DBPR License and pay any past taxes and future taxes and all procedures are followed.

Tom Clapsaddle made a motion to approve and Mike Arman seconded. All members in favor.

A third motion was made to continue to “In-Kind” partners with promotions and marketing and no longer offer special event grants. Tom Clapsaddle made the motion and Donna Ruby seconded the motion. All members were in favor.

A motion was made regarding Fishstock. A NSBVB owned event. Concern was issued over lack of staff and bandwidth for running such an event. Discussion to see if Desiree from Huntin and Fishin magazine would be event planner and if event could stay within the budgeted amount of \$50k. If not delay the event and come back with alternatives to market the fishing tournaments. Motion made by Chad Truxall and seconded by Tom Clapsaddle. All members in favor.

One Planet Living:

Debbie gave an update on the one planet living initiative to certify and establish sustainable tourism habits. Currently there are approximately 21 restaurants that have stopped “Auto-Strawing” reduced Styrofoam clamshell takeout and are using paper wrap, recycling, buying local sustainable seafood, and also reduce other single-use plastic.

NSB will also be the first destination in Florida to be certified from One Planet Living. In December, Ben Gill from OPL will be on the panel of ShORE(share our research) and then host a training program to certify our first three venues: Marriott Springhill Suites, 3rd Wave Restaurant, Marine Discovery Center. We will have then the ability to certify others after this training.

Remote Visitor Centers:

We will begin going to our remote visitor centers after November when things get busier in the area. We have the following that have offered a visitor center in their venue:

Marriott Springhill Suites, Ring Gallery = Flagler Avenue

The Hub on Canal, Antique Mall = Canal Street

Visitor Center:

We will begin selling our merchandise in October, we will be adding a new logo to the wall of the visitor center to fit in with our branding from a year ago. We will forward to getting our logo out to many more and creating new brand ambassadors or Champions of Tourism.

Marketing Plan:

Recapped the marketing plan that was approved in April. Mentioned the tradeshow for domestic and international that we will attend. NY Times, Boston Globe, Florida Huddle, ITB, IPW and some sales initiatives.

Airbnb:

Giffin Chumley gave a brief update on Airbnb. The county is in conversations with Airbnb to potentially get a memo of understanding/agreement with the largest room provider of the shared economy.

Debbie showed a staff hierarchy chart

OLD BUSINESS

None.

PUBLIC PARTICIPATION

None.

ADJOURN

Meeting adjourned at 1:20pm.