



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
January 17, 2017 – 11:00 a.m.

### **REGULAR BOARD MEETING AGENDA**

- I. Call to Order: Betsy Baker, Chairwoman  
Roll Call: Debbie Meihls
- II. Ignite Sales & Marketing Presentation: Damian O'Grady and Cat Hamilton
- III. James Moore CPA Audit Presentation: Zach Chalifour
- IV. ITI Presentation: Franci Edgerly
- V. Daytona Beach Airport Presentation: Jay Cassen
- VI. Research Data Services, Inc. Presentation: Walter Klages, Ph.D.
- VII. Advertising Agency Turkel Brands Update: Roberto Schaps
- VIII. Approval of Minutes: November 2016
- IX. Chair Report: Betsy Baker
  - o Resolution Vacation Time
- X. Treasurer's Report: Financials Statements: September - December 2016, January 2017
- XI. Discussion and Approval of ADARA \$39,000 with the Usage of \$14,000 Additional Bed Tax Collected During FY 2015-16
- XII. Executive Director Report: Debbie Meihls

#### **Pre-Approved from Marketing Plan**

Renewal of Clean Pix Agreement \$7,500

Renewal JackRabbit \$7,500

Pre-Approved ITI-Digital Landing Page \$7,500

Pre-Approved CVent Supplier Network

- NSB CVB \$2,900
- Brannon Center \$2,900

XIII. Public Relations Report: Megan DeBello

XIV. Old Business/Public Comment:

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

XV. Adjourn

# **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

NSB City Hall, Minutes of Regular Board Meeting  
Tuesday, January 17, 2017

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**Members Present:** Mike Arman, Betsy Baker, Donna Ruby, Chad Truxall, Erik Lumbert, Jamie Dudley and Tom Clapsaddle.

**Members Absent:**  
None.

Betsy, Chairwoman, called the meeting to order at 11:00 a.m.

Debbie Meihls called roll.

## **IGNITE SALES & MARKETING PRESENTATION: DAMIAN O'GRADY AND CAT HAMILTON**

Damian O'Grady, Managing Director and Cat Hamilton, PR Account Director from Ignite Sales & Marketing, based in London, gave a presentation on what they have accomplished so far promoting the destination. They have been working for 4 months with NSB Area. They represent many hotels and resorts, and other destinations such as Kennedy Space Center in the UK. They gave a summary of activities to date regarding brochures, media, FAM, press releases, story pitching, and the areas they have been promoting. They attended Florida Huddle and partner with Visit Florida. They shared the good news that Virgin Holidays, one of the largest UK tour operators, is going to be featuring the destination in their catalog next year.

## **JAMES MOORE CPA AUDIT PRESENTATION: ZACH CHALIFOUR**

Zach Chalifour gave a brief presentation regarding the end of the year audit for FY 2015-16. Overall it was a very good report and very smooth. They did a different level of testing. It was a seamless process. They tested internal control, and there was nothing concerning to report. They provide a summary of the audit to board, so they could understand it better. The tax revenue was up near \$100,000. The authority had nearly 37% of reserve fund balance equivalent to 4 months to continue running in case funding stopped.

## **ITI PRESENTATION: FRANCI EDGERLY**

Franci Edgerly presented the landing page; she described it as a micro site. It has capabilities of tracking with pixels. It was launched recently and they are still fine tuning it. They added events, dining, and stories. The booking widget will be updated. Any organization that creates a Facebook event the content

will be aggregated to the website, but the content is filtered and only approved content will be posted. The idea is to engage the visitor, so they stay longer on the website because the longer they stay the more possibilities to book the destination. Tom Clapsaddle asked how are we going to make sure people are updating their social media pages. Debbie Meihls stated that they are sending newsletters, hosting partner meetings to get this information out. Betsy Baker encourage all board members to go out in the community and tell them how important is to keep their Facebook page updated, so they can be featured and take advantage of this opportunity.

#### **DAYTONA BEACH AIRPORT PRESENTATION: JAY CASSEN**

Jay Cassen Director of Business Development for Daytona Beach International Airport gave an update on what is going on with the airport. They just had the first-year anniversary for Jet Blue and things are going very well for them. The numbers for December 705,000 passengers, it was a 20-year hike. Increased their seats for Jet Blue, Delta and American. Jet Blue informed that Daytona is highest performing new market they have. September and October were not the best month due to hurricane season. They had a strong December. If they can keep the momentum, they are going to have a strong year. It is all about how full the flight is and how much are they getting for each ticket what is important. There is room for improvement, their flights are averaging 80% fullness. They need to do more marketing and advertising. They are looking for Jet Blue to add a second flight for JFK and possible Boston. They are considering 6-9 month for a flight to happen. Clear Channel is the company to contact for advertising at the airport.

#### **RESEARCH DATA SERVICES, INC. PRESENTATION: WALTER KLAGES, PH. D**

Walter Klages President of Research Data Services presented data for the area for the months of October and November 2016. The company presents data for eleven destinations. Mr. Klages presented economic indicators regarding the dollar, employment and industrial output index. He also presented the visitor profile and key visitor metrics. There was an estimated number of visitor that came to the area of 19,100 during the month of October and 20,600 for November. It represents 32,800 room nights for October and 32,500 for November. The total economic impact was \$14,916,700 for October and \$13,786,700 for November. Occupancy was 63.3% for October and 66.5% for November. ADR was \$108.08 for October and \$102.43 for November. RevPAR was \$68.41 for October and 68.12 for November.

#### **TURKEL BRANDS PRESENTATION: ROBERTO SCHAPS**

Roberto Schaps president of Turkel Brands wanted to share the progress they made on the brand study. He indicated that he sent a survey to locals but only 13% of the community responded. There were

several questions they asked: 1) Select all the features that you think the New Smyrna Beach area offers: beaches, fishing restaurants. 2) Points of difference that New Smyrna Beach offers: on the higher side, it was that is one of the best surfing beach, friendly people, you can drive your car on the beach. 3) Functional Benefits that New Smyrna Beach offers: Many dining option, wide open beaches and close to Daytona Beach. 4) Emotional Benefits that New Smyrna Beach offers: can get away from it all, can get close to nature. 5) Commit to one thing: Beaches, Quaint Town, Fishing, Eco-Adventure. Seaside surf town was the term for the UK used to describe New Smyrna Beach and it has to do with small quaint town. Mr. Schaps also presented the Audience Assessment: visitors and prospects profile. The current visitor is 53 years young, 74% are married and household income is around \$79,400. The prospects are the age 50-68.

### **APPROVAL OF MINUTES**

Donna Ruby made the motion to approve the November 2016 regular minutes, Chad Truxall seconded. Minutes approved unanimously.

### **CHAIRWOMAN REPORT: BETSY BAKER**

Betsy Baker followed up with the addendum to the contract for Debbie Meihls for the extra week of vacation. It was approved by the county. Mike Arman made the motion to approve the contract addendum, Donna Ruby seconded, all members in favor.

Betsy Baker wanted to discuss about Beach Weeks as being under the umbrella of SVAA. It seems that it has run its course as of things to do. They need to be focusing in different and bigger events and be the reason why visitors come to the destination.

Chad Truxall agreed and mention that it seems that Beach Weeks events are great but is more in-house; they are not driving people here.

Debbie Meihls gave her input that it seems that Beach Weeks was created to fill in the soft shoulder season during spring and went well, so then they created the fall Beach Weeks. She would rather straight market the events.

Erik Lumbert recommended to have a scale for events to see the percentage they are going to give each event for the next special event review in April.

Betsy Baker stated that it needs to be tied to room nights generated.

Chad Truxall suggested that if the event did not submit the application and all the required documentation they will not get funded and they should never make it to the board for review.

Tom Clapsaddle suggested that if it not generating room nights they are not getting funded.

Mike Arman stated that they need to have a standardized way where they are getting the information.

Does not meet the parameters they are going to fall off and will not get the opportunity to present in front of the board. Tom Clapsaddle made a motion that SVAA staff prescreens the vendors seeking

event funding grants and to eliminate those that do not meet the criteria that has been set up. Donna Ruby seconded. All members in favor.  
Chad Truxall requested that the event criteria to be sent to the board.

**TREASURER’S UPDATE: DONNA RUBY**

Donna Ruby gave an update 2015-16 year ended on September 2016. Collections for the year \$14,243.76 over projections from the county, those funds will be applied to ADARA Digital Platform. Good report was presented by auditors. Current fiscal year all expenses are normal and on budget.

**DISCUSSION AND APPROVAL OF ADARA \$39,000 WITH THE USAGE OF \$14,000 ADDITIONAL BED TAX COLLECTED DURING FY 2015-16**

Debbie Meihls gave a brief explanation of ADARA. It is a digital platform created by executives that left Delta and American airlines. They have the rights to see the data from main hotels, airlines and car rentals. It is the “Big Data” they have been hearing about. They watch over the guest and provide intense detail regarding bookings and demographics. It is important because it will give demographics to be tied to research and advertising agency. Mike Arman was skeptical and showed concern on how this program will float back to them. Debbie Meihls explained that it gives a very robust data that will tell information about who booked, where they stayed, etc. The campaign will run from March to September 2017. Chad Truxall made the motion to approve the additional \$14,000 for FY 2015-16 to go towards ADARA, Erik Lumber seconded. All board members in favor. TripAdvisor put together another list called Arrival list they are tracking the same thing. Trend to help a lot of marketers. Helps to identify new markets.

**EXECUTIVE DIRECTOR REPORT: DEBBIE MEIHLS**

Debbie Meihls presented to the board the following agreements that are within her approval range as Executive Director: Clean Pix Agreement \$7,500 (Data Warehouse), JackRabbit \$7,500 (booking widget), ITI-Digital landing page \$7,500, Cvent Supplier Network (meeting planner): NSB CVB \$2,900 and Brannon Center \$2,900. Donna Ruby made the motion to approve the renewal of the agreements for Clean Pix, JackRabbit, ITI-Digital Landing Page and Cvent for CVB and Brannon Center, Chad Truxall seconded. All members in favor.

- Tourist development tax collection for November was \$79,600, which is up 17% over last year. So far tax collections are 15% up for the new year.
- Walk-in numbers at the visitor center were 411.
- Call Volume 900.
- December website sessions 34,399.
- Facebook 42,500, Twitter 4500, Instagram 3,500, Pinterest 31, Google my business 4700 views.

- Vera Sommer working on German strategies and working on tour operations. They are working with T for travel and Vera is part of that. They have created golf packages for them to come. It is a 10-day package. Delta, Virgin, Alamo and Visit Florida are all working with them.
- Second partner meeting will be tomorrow January 18, 2017. They had a slow RSVP. They will be giving updates to the industry.
- Restaurant meeting tomorrow as well. They are trying to plan an event around September-October. It will be a wine pairing and foodie event.
- The membership for Women and film Visit Florida film were accomplished.
- Florida Huddle went well with 40 appointments. North America vacation homes is very interested in the area.
- Tom Clapsaddle and Frank DeMarchi will meet at SVAA offices to talk about sporting event that is coming into Port Orange
- The CVB is also trying to get involved Edgewater for any sports. NSB didn't share any of the business and leads with them so they were not too happy.

#### **PUBLIC RELATIONS REPORT: MEGAN DEBELLO**

Megan DeBello gave a brief updated on FAM tours and all the social media releases she has been working on. Press trip and fam trips for November and December totaled 7 groups. NSB is getting around in the UK. She also mentioned that they are doing very well in Canadian market.

#### **OLD BUSINESS**

There was none

#### **PUBLIC PARTICIPATION**

Frank DeMarchi gave an update for the holiday week events. They had record attendance. Grilled cheese sandwich challenge was a success and was sold out before the event started. Race on New Year's day was good with record attendance. They will have the 27<sup>th</sup> year of the chowder festival.

#### **ADJOURN**

Meeting adjourned at 1:48 PM.