



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
April 18, 2017 – Following Regular Board Meeting

***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 Grants Funding

**a. FishStock -Requested Amount: \$49,775**

- Public Comment
- Board Discussion
- Motion

**b. Norwood's -Requested Amount: \$6,000**

- Public Comment
- Board Discussion
- Motion

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

- Public Comment
- Board Discussion
- Motion

**d. IMAGES -Requested Amount: \$50,854**

- Public Comment
- Board Discussion
- Motion

**e. ACA-Community Programs -Requested Amount: \$67,565**

- Public Comment
- Board Discussion
- Motion

- f. Down and Derby-The Hub on Canal **-Requested Amount: \$1,000**
  - o Public Comment
  - o Board Discussion
  - o Motion
  
- g. Flagler Avenue Business Association/Flagler Hospitality Group (NSB Food & Shrimp & Seafood Fest. \$10,400, New Year-NSB Fireworks/Last Night First Day \$5,200, Project Pink-Chili Cook-off-Craft Beer Walk \$10,400, Mardi Gras Weekend \$14,800, St. Patrick's Day/Shamrock n Roll/Suds n Spuds \$9,400, Cinco de Mayo Taco Challenge \$5,200, Flagler Avenue Wine Walk \$21,600.) **Total Requested Amount: \$77,000**
  - o Public Comment
  - o Board Discussion
  - o Motion
  
- h. Southern Stone Event Group (Last Night First Day \$16,500, NSB Sand Art Festival \$8,000, NSB Turkey Day 5k Beach Run \$4,000, NSB Zombie 5k Beach Run/Monster 10k Beach Run/ Little Devil Dash \$5,500, NSB Kite Festival \$16,000, First Responders Week \$26,640, Seaside Fiesta Weekend \$16,000, NSB Blues Festival \$5,500) **-Total Requested Amount: \$98,390**
  - o Public Comment
  - o Board Discussion
  - o Motion

III. Adjourn

## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

NSB City Hall, Minutes of Special Board Meeting

Tuesday, April 18, 2017

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

**Members Absent:**

Jamie Dudley

Betsy Baker, Chairwoman, called the meeting to order at 10:05 a.m.

Debbie Meihls called roll.

### **FISHSTOCK: REQUESTED AMOUNT \$49,775**

There were no representatives from FishStock at the meeting. Debbie Meihls and staff met with Dan Jacob and asked him to move FishStock off the Memorial Day weekend. He is working with Outriggers to host the event at the location. He also worked with Marine Discovery Center, so he can start the 5k there. He has reached out to a lot of other partners. Mike Arman made a motion to approve the amount requested, Donna Ruby seconded. Most members were in favor except Tom Clapsaddle, he was opposed because the event has been funded for several years.

Originally funded at \$49,775. Erik Lumber made a motion to reduce the funding for FishStock \$275, Mike Armand seconded. All members in favor. Total amount approved \$49,500.

### **NORWOOD'S: REQUESTED AMOUNT \$6,000**

There were no representatives from Norwood's at the meeting. Staff meet with Pamela Simmons. There was discussion regarding the event. Betsy said that she does gets business from the event. They had changed the event from previous years so some visitors were disappointed. The event organizers realized that they needed to go back and they will keep the 3-day event. Chad Truxall made a motion to approve \$3,000 for the event, Mike Arman seconded. All members in favor.

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

There were no representatives from Shark Bite Half Marathon & 5K at the meeting. Debbie Meihls shared that it is a fairly new event. The organizers feel that they can improve attendance to 1,500 participants. They didn't have concrete numbers regarding rooms generated from the event, but they

are willing to improve their effort to track the room nights. Donna Ruby made a motion to approve funding for \$7,500, Erik Lumbert seconded, Tom opposed. The rest of members were in favor.

**IMAGES: REQUESTED AMOUNT \$50,854**

Nancy Lowden and Kathryn Peterson were part of the audience. Nancy Lowden addressed the board and was willing to answer any questions. Mike Arman asked how many room nights they generated. They surveyed artist and attendees of the event. They have documented 337 room nights for artists, they spent \$48,000 lodging, dining and shopping during their stay. They surveyed 1,187 attendees; of those who answered 32% indicated that they had accommodations for at least one night. The overall average was 8 nights of paid accommodation including campgrounds. Chad Truxall asked how was their survey done. Nancy Lowden said that it is a paper survey found at the information booth and entertainment area and to incentivize people to fill them out they have a daily \$500 drawing that can be spent at any of the artist booths at the festival, they invest total of \$1,500 on the 3-day drawings. Betsy Baker asked what would take for the event to stand alone without the SVAA funding. Nancy Lowden expressed concern of not being able to continue with their marketing efforts if they don't receive funding for this event. It is essential money to market the event and the area. She would like to know what kind of marketing partnerships can SVAA offer them moving forward. If they are able to piggy back on SVAA marketing efforts to promote their events. Their branding is all about Southeast Volusia not only about the art festival. She hopes SVAA will consider that type of relationship.

Chad Truxall stated that for him this is more of a signature event, maybe there could be a distinction between a signature event and regular event. Debbie Meihls suggested to discuss this at the end of the year workshop because that would be the next evolution for some of these events that just do everything well.

Erik Lumbert made a motion to approve funding for the event for \$25,000, Donna Ruby seconded. All members in favor.

**ACA-COMMUNITY PROGRAMS: REQUESTED AMOUNT \$67,565**

Nancy Lowden and Kathryn Peterson were part of the audience. Kathryn Peterson addressed the board and explain that the application they submitted includes 210 events that they have throughout the year. They are authentic, unique, special and different. People come from all over to see what they have fine arts, music, dance and culture. ACA offers something that no one else offers.

Tom Clapsaddle asked why their request for funding was higher from previous years. Kathryn explain that they wanted to expand their reach out and getting out of the Orlando market. They also do the survey cards for each event that they have. Rentals along make a big impact, they had 5,000 guests just associated with their rental program.

Mike Arman made a motion to approve the event funding for \$12,500 Chad Truxall seconded. All members in favor.

**DOWN AND DERBY-THE HUB ON CANAL: REQUESTED AMOUNT \$1,000**

Vicki White was part of the audience and expressed that she would be willing to answer questions if they had any.

Donna Ruby made a motion to approve \$1,000 for the event, Mike Arman seconded, Tom Clapsaddle was opposed, the rest of the board members were in favor.

**FLAGLER AVENUE BUSINESS ASSOCIATION/FLAGLER HOSPITALITY GROUP: REQUESTED AMOUNT \$77,000**

(NSB Food & Shrimp & Seafood Fest. \$10,400, New Year-NSB Fireworks/Last Night First Day \$5,200, Project Pink-Chili Cook-off-Craft Beer Walk \$10,400, Mardi Gras Weekend \$14,800, St. Patrick's Day/Shamrock n Roll/Suds n Spuds \$9,400, Cinco de Mayo Taco Challenge \$5,200, Flagler Avenue Wine Walk \$21,600.)

Elaine Stathakis was part of the audience, but had to leave to take care of some business issues. Frank DeMarchi was present and willing to answer any questions.

Betsy Baker stated that some events such as the Wine Walk have been supported for year, so they should be self-sustaining.

Donna Ruby had a question regarding the New Year's event. It was listed under Flagler Avenue Association and is part of Southern Stone request for funding. Frank DeMarchi addressed the questions stating that Flagler Avenue takes care of the New Year's Eve Event. Last Night First Day at the beach takes care of the entire week with event such as 5k, grilled cheese challenge, movies at the beach and other activities.

**NSB Seafood and Shrimp Festival:** Donna Ruby made a motion to approve funding for the event for \$2,000, Erik Lumbert seconded, all member in favor.

**New Year-NSB Fireworks/Last Night First Day:** Mike Arman made a motion to approve funding for \$1,000, Tom Clapsaddle seconded. All members in favor.

**Project Pink-Chili Cook-off-Craft Beer Walk:** Chad Truxall made a motion to approve funding for \$2,000, Donna seconded. All members in favor.

**Mardi Gras Weekend:** Erik Lumber made a motion to not fund the event, Mike Arman seconded. All members in favor

**St. Patrick's Day/Shamrock n Roll/Suds n Spuds:** Donna Made the motion to not fund the event, Erik Lumbert seconded. All members in favor

**Cinco de Mayo Challenge:** Chad Truxall made a motion to not fund the event, Donna seconded. All members in favor

**Flagler Avenue Wine Walk:** Erik Lumbert made a motion to not fund the event, Donna Ruby seconded. All members in favor.

Total Funding for Flagler Avenue Business Association/Flagler Hospitality Group was \$5,000.

<b>SOUTHERN STONE EVENT GROUP: REQUESTED AMOUNT \$98,390</b>
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(Last Night First Day \$16,500, NSB Sand Art Festival \$8,000, NSB Turkey Day 5k Beach Run \$4,000, NSB Zombie 5k Beach Run/Monster 10k Beach Run/ Little Devil Dash \$5,500, NSB Kite Festival \$16,000, First Responders Week \$26,640, Seaside Fiesta Weekend \$16,000, NSB Blues Festival \$5,500)

Frank DeMarchi was part of the audience and was willing to answer any questions.

**Last Night First Day:** Chad Truxall made a motion to approve event for \$5,000, Mike Arman seconded. Tom Clapsaddle opposed. The rest of the board members were in favor.

**NSB Sand Art Festival:** Mike Arman made a motion to approve event for \$2,000, Tom Clapsaddle seconded. Betsy Baker opposed, the rest of the board members were in favor.

**NSB Turkey Day 5k Beach Run:** Chad Truxall made a motion to approve event for \$1,500, Erik Lumbert. All board members were in favor.

**NSB Zombie 5k Beach Run/Monster 10k Beach Run/ Little Devil Dash:** Mike Arman made a motion to not approve funding for the event, Erik Lumbert seconded. Tom Clapsaddle opposed. The rest of the board members were in favor.

**NSB Kite Festival:** Mike Arman made a motion to approve event for \$2,000, Tom Clapsaddle seconded. All board members in favor.

**First Responders Weekend:** Donna Ruby made a motion to approve event for \$2,000, Mike Arman seconded, Tom Clapsaddle opposed. The rest of the board members were in favor.

**NSB Sand Art Festival:** Mike Arman made a motion to approve event for \$2,000, Tom Clapsaddle seconded, Betsy Baker and Chad Truxall opposed. The rest of the board members were in favor.

**Seaside Fiesta Weekend:** Erik Lumbert made a motion to approve event for \$5,000, Tom Clapsaddle seconded. The rest of the board members were in favor.

**NSB Kite Festival:** Mike Arman made a motion to approve event for \$ 2,000, Chad Truxall seconded. The rest of the board members were in favor.

**NSB Blues Festival:** Chad Truxall made a motion to not approve funding for the event, Erik Lumbert seconded, opposed Tom Clapsaddle.

#### **MISCELLANEOUS**

Debbie Meihls stated that Daytona Beach Half Marathon did not submitted their application even though they had reach out and said that they would be doing so.

#### **PUBLIC PARTICIPATION**

None.

#### **ADJOURN**

Meeting adjourned at 11:06 AM.