



**Southeast Volusia Advertising Authority
September 22, 2020 – 10:00 AM. -12:00 PM**

Please join us for our regularly scheduled board meeting Tuesday, September 22, 2020 at 10:00 AM Eastern Time via ZOOM Conference Call:

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZAlde-qrz8uGtCORh5KsVh-magckc7WSegm>

PUBLIC PARTICIPATION:

During this time of extraordinary circumstances dealing with the Declared Emergency associated with COVID-19, the SVAA/NSBVB is temporarily transitioning to online public participation comments for SVAA Board meetings consistent with the goals of the Governor's Executive Order 20-91, Essential Services and Activities during the COVID-19 Emergency.

In lieu of in-person public participation, the SVAA is providing an online public participation form prior to each SVAA Board meeting for submission to the SVAA Board members of the public that still desire to make comments.

The Public Comment form will be open until the end of the SVAA Board meeting. Comments submitted prior to 5 p.m. on Monday, will be provided to the SVAA Board before the meeting. Any comments submitted after 5 p.m. Monday, September 21, 2020, but before the conclusion of SVAA Board meeting, will be provided to SVAA Board at the end of the meeting.

Online form can be found at <https://visitnsbfl.com/svaa-information>



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. Approval of the minutes from the June 22, 2010 board meeting.
- III. Chair Report – Betsy Baker
 - A. Executive Director Review; Discussion and Approval
 - B. Meeting Dates for next year: Oct. 27, 2020; Dec. 15 or 22, 2020; Feb. 23, 2021; Apr. 27, 2021; Jun. 22, 2021; Aug. 24, 2021; Special Meeting Workshop Sep. 28, 2021.
- IV. Treasurers Report – Donna Ruby will discuss and present the July and August financials for approval for audit.
- V. Research Data – Anne Wittine will present the Traveler’s Sentiment Survey and overall view of this current fiscal year and the new fiscal starting on October 1st
- VI. ITI -Digital – Aline Gill and Franci Edgerly will present over summary of past year and new projects for the FY20/21.
- VII. Pineapple Public Relations – Deborah Stone and Rachel Holt will talk about the latest webinar we hosted on PR, new thoughts and projects for the new year and

Consent Agenda

- VIII. Discussion and Approval: Recovery Plan -Roberto Schaps - updated FY20/21 Marketing Plan
 - A. Mr. Schaps will provide us with an update to the FY20/21 Marketing Plan based on latest research and data.
- IX. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
 - Review goals and strategic plan for FY20/21
 - Update on County Approval of SVAA FY20/21 Budget
- X. Old Business:



- XI. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XII. Board Comments:
- XIII. Adjourn

Next Meetings:

2020/2021 Fiscal Year Meetings:

- October 27, 2020 – Research
- December 15 or 22, 2020 – Audit Results
- February 23, 2021 – Research & Advertising
- April 27, 2021 – Budget and Marketing Plan
- June 22, 2021 – Research
- August 24, 2021 – Budget and Marketing Plan updates
- September 28, 2021 – SVAA Board Meeting Workshop



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY
Minutes of SVAA Board Meeting
Tuesday September 22, 2020 10:00 a.m.
Zoom Meeting
New Smyrna Beach, FL 32168

Meeting Called to Order: Betsy Baker- Chair, called the meeting to order at 10:00 am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Chad Truxall, Jim Rushing, Lilli Sheller, Tom Clapsaddle, Jamie Dudley
Staff Present: Debbie Meihls, Elizabeth Gifford, Heather Wallace - Volusia County Attorney, Brian Rothwell- Volusia County Attorney

Approval of Minutes: June 23, 2020

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

Public Participation: None.

Chair Report: Executive Director Review;; Discussion and Approval: Betsy Baker

Betsy Baker received all the Executive Director's reviews from the board members. All members rated Debbie within the excellent range. Betsy commented that Debbie is a role model, and she did an excellent job with COVID-19, reacting quickly with budget cuts and staffing. Chad and Donna also praised Debbie for her great work during COVID-19, renegotiation contracts.

- Betsy commented that she would recommend a 3% increase for Debbie based on what the County is doing. Betsy made the comment that her company is doing a wage freeze with the pandemic. Debbie made comment that this 3% increase will be for FY21/22, and the county will approve this increase for employees in December. Tom Clapsaddle said he is not going to argue with Debbie receiving a 3% increase, but thinks it is ludicrous that the County is offering a 3% raise that will come from taxpayers when the taxpayers are not making any money. Debbie said that they can wait and see if the County does indeed approve the raises for FY21/22 and follow the County's lead regarding the raise and/or revisit this item down the road.
 - Donna Ruby made a motion to approve the 3% raise for FY21/22 if following County guidelines. Tom Clapsaddle seconded the motion. *All members in favor.*
- Betsy noted that we are not looking to move office space at this time. She confirmed that the moving cost and additional savings we will receive on the lease starting in January outweighs any benefits of moving. Thus, we will renew the lease for one-year.
- Meeting Dates for next year were confirmed. The dates are as follows: Oct. 27, 2020; Dec.15, 2020; Feb. 23, 2021; Apr. 27, 2021; Jun. 22, 2021; Aug. 24, 2021; Special Meeting Workshop Sep.28, 2021.
- Debbie addressed the board stating that she enjoys working with each board member and appreciates the



diversity of the board and their feedback. She noted that she will rely on this board to be strong ambassadors for the Visitors Bureau with local governments and residents.

Treasurers Report: Donna Ruby

Discussion review and approval of the Financial Statements for July and August 2020.

- Donna announced that our revised FY20/21 budget was approved by the County Council on August 25, 2020
- The internal audit was also presented on August 25, 2020 and the SVAA received a clean report and most of the suggestions from the audit have already been implemented.
- Donna stated the July and August 2020 financials are in-line with the COVID-19 revised budget and recommends that the financials be filed for audit.

Research Data: Ann Wittine

Anne Wittine presented the Traveler's Sentiment Survey and an overall view of this current fiscal year and new fiscal year.

She stated that visitation for FY19/20 year to date is only down 16.8%. She said that currently hoteliers are seeing a short booking window. She stated 39% of the people they surveyed plan to travel by December. Anne also reviewed how COVID-19 has changed travelers' plans. She stated that people now have the desire to travel to less-crowded more remote destinations. She said 33.9% of people planning to travel to Florida, in the next three months, are interested in New Smyrna Beach.

ITI -Digital: Aline Gill and Franci Edgerly presented a summary of past year and new projects for the FY20/21.

Aline reported on content marketing/native advertising. She said year over year we saw a decline of 9.47% due to March and April shutdowns.

She stated that the content marketing resulted in 48,196 new users to the website for the current fiscal year. She also stated social media performed very well and this year we have received 30,000 comments on social media platforms. She also presented on Google Ads. The Google Ads resulted in over 4m impressions and 35,971 new visitors to the website. She said all website traffic is up from last fiscal year.

ITI also provided an overview of upcoming projects for FY20/21. ITI will use information from Google Place, which includes hours of operations, and Google Reviews from customers. This information will feed into the website. Aline shared that they are working on a virtual visitor center for New Smyrna Beach. The center will be an interactive section on visitsnbfl.com's website and provides with visitors with the ability virtually navigate the visitor center. Aline also shared that ITI will be furthering developing a Partner Portal.



Pineapple Public Relations: Deborah Stone and Rachel Holt

Debbie introduced Deborah Stone and Rachel Holt to the board. Deborah and Rachel shared their experience and capabilities regarding Public Relations. Deborah shared that their primary goal is to drive visitation to the destination. She said it is very important that they communicate and present what distinguishes New Smyrna Beach to media. She also stated it's very important to have an on-going media campaign. Deborah presented strategies and stated they will have virtual media deskside meetings with media. Rachel also shared media target markets and social media campaigns that have been successful for their clients. Deborah communicated that she is excited to work with the NSBVB and looks forward to meeting everyone.

Discussion and Approval: Recovery Plan: Roberto Schaps

Roberto Schaps provided an update to the FY20/21 Marketing Plan based on the latest research and data. He also provided an overview situation analysis and announced that we will be working with Key Data and Arrivalist to provide more research. He explained that Arrivalist tracks visitors to the destination through cell phones. He said that Arrivalist distinguishes day trips from overnight trips. He also stated that 60% of visitors visiting Volusia County stayed overnight in August, according to Arrivalist.

Roberto presented the updated Recovery Plan. He said the last few months we've been speaking softly to the market. In October, we will begin to reach out to the market smartly. Roberto presented creative that will be used to reach the visitor and potential media outlets.

Roberto also presented the new Destination Guide covers and possible titles for the book.

Roberto provided an overview of projects that Relebrand has completed and future projects. He shared creative for the updated media kit, Visitor Profile, E-Books and videos.

Roberto also presented 2021-2023 Strategic Plan. He highlighted strategic goals including innovative in sales and marketing, collaborative destination development, proactive community and partner engagement, and best-in-class organization.

Executive Director Report: Debbie Meihls

Debbie presented topline items from the SVAA Executive Directors report. She reviewed May through July tax receipts, and shared the numbers are only down 12.48% year to date.

Debbie also reiterated the importance of using Arrivalist and Key Data to gain more research. She noted the importance of having these tools in place to back up our marketing efforts.

Debbie stated that the internal audit went well, and she is now planning for the external audit with James Moore.

Debbie shared that we are using the office as hub, but also working remotely, as needed.



Old Business/Public Comment: None.

Board Comments: No Board Discussion or comments made.

Adjourn: Meeting adjourned at 12:43 p.m.