



Southeast Volusia Advertising Authority
Board Meeting at Springhill Suites NSB
521 Flagler Avenue, NSB, FL 32169
September 28, 2021 – 10:00 AM -2:00 PM

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 April 20, 2021, Board Meeting.

- III. Chair Report – Betsy Baker

A. President & CEO Review – Deborah A. Meihls

B. Reminder of the upcoming meetings that will be now held at NSBVB Office: 2238 SR 44, NSB, FL 32168:

- October 26, 2021
- December 21, 2021
- February 22, 2022
- April 26, 2022
- September 27, 2022
- These meet the quarterly requirement to hold a board meeting.

- IV. Treasurers Report – Donna Ruby will discuss and present the following financials for approval for audit.

- April 2021
- May 2021
- June 2021
- July 2021
- Aug 2021
- Audit update for closing out the year.

CONSENT AGENDA

- V. CEO Report: Debbie Meihls: Mrs. Meihls will present the topline from her report.
- VI. Marketing Overview for New Fiscal Year 2021-2022.
 - A. Advertising – Roberto Schaps
 - B. Digital – Franci Edgerly
 - C. Public Relations – Angela Southard-Wither
 - D. DMO Industry Issues and Topics – Post Pandemic Reality
 - E. Topics to discuss: Sales Plan, Hires, Master Plan -Tourism Overlay 5 Cities.
- VII. Old Business:
- VIII. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- IX. Board Comments:
- X. Adjourn

2021/2022 Fiscal Year Meetings:

October 26, 2021 – Research

December 21, 2021- Audit Results

February 22, 2022 – Research & Advertising updates

April 26, 2022 – Budget & Marketing Plan Approvals

September 27, 2022 – Year End Review and Workshop

***These meet the quarterly requirement to hold a board meeting**

2020/2021 Fiscal Year Meetings:

~~October 27, 2020 — Research~~

~~December 15, 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 28, 2021, 10:00 A.M. – 2:00 P.M
Springhill Suites by Marriott New Smyrna Beach
512 Flagler Ave., New Smyrna Beach, FL. 32169

Meeting Called to Order: Betsy Baker- Chair, called the meeting to order at 10:06am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Jamie Dudley, Donna Ruby, Richard England, Tom Clapsaddle, Rebecca Simmons, and Chad Truxall.

Staff Present: Debbie Meihls, Elizabeth Gifford, Mia Legarda. County Legal: Andrea Kerr & Heather Wallace – Assistant Volusia County Attorney, and Kate Sark – Volusia County Senior Marketing Specialist sitting in for Kevin Captain – Volusia County Community Information Director.

Public Participation: None

Approval of Minutes: Richard England made a motion to approve the April 20, 2021, board minutes. Donna Ruby seconded the motion. *All members in favor.*

Destination International Video: Debbie Meihls played the Destination International video titled “Becoming a Shared Community Value” on YouTube. Afterwards, Debbie stated that the point in showing this is that we have taken their word and already put a lot of things in implementation since this came out in 2019. Betsy asked Debbie for her opinion on the video, Debbie stated that we have a new relationship with AdventHealth hospital, and we want to start being out again doing events and reaching out. Chad stated that the pivot to the resident-focus would be the most challenging thing and to get residents to see the value in getting people to come and visit and impact our area, he feels proud that he belongs to a board that is going in that direction. Donna asked if we need to revisit our mission statement. Debbie stated that we do mention the residents in our mission statement, but we can probably elevate it. Sustainability might resonate to the residents. Betsy stated that industry data states that a lot more tourists are making their decision where to stay and go based on sustainability. Debbie stated that the board should be proud because they approved working on sustainability 4 or 5 years ago.

Debbie mentioned that we did not introduce Andrea Kerr from County Legal and Heather Wallace is here as well and Kate Sark from public information sitting in for Kevin Captain. She also acknowledged Amy Childs and Amber Evans from Springhill Suites sitting in the audience.



Chair Report: Betsy Baker

A. President & CEO Review – Deborah Meihls:

Betsy stated that her chair report will be Debbie's annual review and she stated that everybody did their performance evaluation of Debbie and overall, the perfect score is 35 and Debbie scored 33 based on all of them, which Betsy stated is amazing. Betsy stated that Debbie is doing an amazing job and with what she has accomplished with having 3 people and being transparent about where the money is going and who is doing what. Betsy stated that it is an honor to work with Debbie and that we are lucky to have her working in New Smyrna. Betsy asked the board if they would like to say anything based on Debbie's performance, nobody spoke. Betsy stated that the county annual increase is 4%, asked the board if they are good with matching the county and Tom agreed based on Debbie's review. Donna stated the need to review where Debbie's salary is in the industry to stay competitive, Debbie will gather data. Betsy agreed. Chad asked to approve an increase right now or the budget workshop in April. Betsy stated the need to get salary data since things are changing and want to stay competitive and discuss in the December meeting.

Chad Truxall motioned to move the budget discussion regarding the salary increases to the December 2021 meeting, Jamie Dudley seconded the motion. *All members in favor.*

- B. Betsy reminded that there are 4 quarterly meetings and September 22nd next year for the annual planning and upcoming meetings will be held at NSBVB office: 2238 SR 44, NSB. Debbie stated that there can only be 1 absence, the second absence requires the board member be taken off the board, call-ins are still allowed, but the board must approve under extraordinary circumstances. Donna stated that there must be a physical quorum present. Heather stated that when someone is removed after 2 meeting, they can reapply. Betsy stated that her chair report is done and to move on to treasurer report.

Treasurers Report: Donna Ruby

Donna Ruby stated since the last meeting in April 2021, she has 5 financials reports to present. Donna stated at the close of August we've had \$1,359,740.20 in checking account and \$1,000,419.35 in our reserve, we have fulfilled the budget estimate for the FY of \$1,000,000.00 in the reserve funds, the tax income to date through August is above the budget projections by \$366,131.38. expenses through August are under project projections, mainly because less than projected staffing and cautious return into the market. Donna stated when the FY ends, we expect a healthy carry forward to FY 21/22. The budget for FY 21/22 was approved back on August 17th by the county council, Donna stated we have received a lot of accolades from the county council members for our approach. The FY 21/22 budget is \$4,526,529.00 with the anticipated tax revenues is \$2,374,191.00, including a carry forward of funds and the \$1,000,000.00 in reserves. Expenses for next year will be allotted 54% into marketing, 9% into personnel, 4% into operating expenses, 33% into reserves, and intend to end the year with \$1,500,000.00 in reserves. James Moore will be doing the audit; the board will be receiving their letters in the mail to complete. Target completion is November 1st, 2021. Donna recommends the reports be filed for audit.

Tom Clapsaddle made a motion to file the reports for audit. Rebecca Simmons seconded the motion. *All members in favor.*



Marketing Overview for New FY 21-22:

A. Advertising – Roberto Schaps:

- Roberto Schaps shared the Marketing Plan that was developed in July for the Partnership Workshop.
- Shared strategies.
- Visitor Profile.
- Trail Head Creative
- Leisure program.
- Showed the commercial and new ads.
- Reviewed analytics.
- Zartico.

Public Participation: Amy Childs, Springhill Suites. Amy stated they won't know the number of room nights before putting together their packages. Roberto Schaps responded the package will be designed depending on the room nights in mind.

B. Digital – Franci Edgerly & Aline Gill:

- Franci Edgerly introduced the team working with the SVAA.
- Aline Gill discussed the Key Accomplishments of FY 20/21.
- Virtual Visitor Center: New virtual 360 video.
- Website: Travel Resources, Events Calendar.
- Google Analytics.
- Partner Portal: Board Members Private Portal.
- Website Results: Key Metrics, Traffic, and Demographics.
- Social Media Results.
- FY 21/22 Projects: New Website in HubSpot, Visitor Newsletter, and Marketing Automation.

C. Public Relations – Angela Southard-Winther:

- Angela Southard-Winther discussed the Publicity Highlights.
- Virtual Deskside.
- Destination Guide.
- Blogs.
- Travel Trends: Multigenerational.
- Targeted Media Outlets.

D. DMO Industry Issues & Topics – Post Pandemic Reality:

Debbie Meihls stated that we are better prepared for everything including developmental sales plan and strategic goals.

E. Topics to Discuss – Sales Plan, Hires, Master Plan; Tourism Overlay 5 Cities:

Debbie stated plans on starting the master tourism plan which will help in how to re-route people in the



destination and will help with traffic, she will reach out to all the 5 mayors for their strategic plans and get pricing from MMGY NEXTFactor, how to take care of the residents, where future attractions are going. Debbie also mentioned that the UK and Canadian Market should be considered at minimum for Public Relations campaigns while the rest of the world opens up.

Debbie reminded all that the future meetings are going to be in SVAA Office: 2238 SR 44, New Smyrna Beach.

Old Business: None.

Public Participation: None.

Board Comments: None.

Adjourn: Meeting Adjourned at 2:00 p.m.