



Southeast Volusia Advertising Authority
NSB City Hall Council Chambers
100 SAMS AVE, NSB, FL 32169

December 15, 2020 – 10:00 AM. -12:00 PM

Please join us for our regularly scheduled board meeting Tuesday, December 15, 2020 at 10:00 AM Eastern Time. This is an “IN-PERSON” meeting at the City of NSB Chambers at 100 Sams Avenue, NSB, FL 32168

Register in advance for this meeting: ONLY if you cannot attend and have notified Executive Director.

<https://us02web.zoom.us/meeting/register/tZwvc-gsqjwoG9UnaggA9EPj34g7gryeGOrL>

PUBLIC PARTICIPATION:

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, December 14, 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>



NSB City Hall Council Chambers
210 Sams Avenue, NSB, FL 32168
December 15, 2020 @ 10:00am – 12:00pm

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

Consent Agenda

- II. **James Moore & Co.** - Zach Chalifour will present the findings from SVAA FY19/20 external audit
- III. **Volusia County Legal Dept.** – Laura Coleman – Presents an update to the board of the Florida Sunshine Law.
- IV. **Approval of the Minutes** from the October 27, 2020 board meeting.
- V. **Chair Report** – Betsy Baker
 - A. Quarterly Meeting Schedule: FY20/21: 5 Mtgs: Oct, Dec, Feb, Apr (Skip June), (Skip Aug), September Mtg/Workshop.
 - B. Happy Holidays!
- VI. **Treasurers Report** – Donna Ruby will discuss and present the October, November financials to file for audit.
- VII. **Review Approval of Lease for Office Space** - \$35,400 {\$2950.mo reduced from \$3200}
- VIII. **RSQ Website** – Review, Discussion and Approval – Debbie Meihls will discuss the proposals received and staff selection for Web Developer. \$125,000
- IX. **RSQ CPA** – Review, Discussion and Approval – Debbie Meihls will discuss the proposals received for Accounting CPA and staff selection for CPA. \$9,000

- X. **SVAA Policy and Procedure** Review, Discussion and Approval - Debbie Meihls will discuss the updates/changes made to the current
- A. Policy and Procedures
 - B. SVAA Employee Handbook – Added Virus clause and remote work policy.
 - C. Travel and Entertainment Policies. Per Volusia County policy and reviewed again HAAA/WVAA Policies to ensure verbiage is generally the same.
 - D. This update ensures that we are in updated with all proper protocols.
- XI. **Executive Director Report: Debbie Meihls**
Mrs. Meihls will present topline items from the SVAA Executive Directors report. Aline Gill – ITI Digital will present the update to our Virtual Visitor Center and Partner Portal. Roberto Schaps, CEO of Relebrand will provide an update on marketing initiatives.
- XII. **Old Business:**
- XIII. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XIV. **Board Comments:**
- XV. Adjourn

Next Meetings: 2020/2021 Fiscal Year Meetings:

October 27, 2020 — Research

December 15, 2020 – Audit Results, RSQ's, Sunshine Law

February 23, 2021 – Research & Advertising & Website

April 27, 2021 – Budget and Marketing Plan

June 22, 2021 – Research (**TBD Scheduling**)

August 24, 2021 – Budget Plan updates (**TBD Scheduling**)

September 28, 2021 – SVAA Board Meeting /Workshop



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting

Tuesday, December 15, 2020 10:00 a.m.

NSB City Hall Chambers

210 Sams Avenue

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, Jim Rushing, Tom Clapsaddle, Jamie Dudley

Members Remote: Lilli Sheller arrived at 10:30AM, **Members Absent:** Chad Truxal

Staff Present: Debbie Meihls, Elizabeth Gifford, Laura Coleman - Volusia County Attorney.

Public Participation: None.

Debbie Meihls requested *Agenda Item X. Policy and Procedure* be pulled from the meeting agenda. Debbie explained that Heather Wallace, Assistant County Attorney, would like to be in attendance for the review. Thus, this agenda item has been postponed to the February 23, 2020 board meeting. Debbie also noted Laura Coleman, Assistant County Attorney, is sitting in for Heather Wallace at this meeting.

James Moore& Company: Zach Chalifour

Zach Chalifour presented an overview from the SVAA FY19/20 external audit. Zach noted that there were no findings in FY19/20, and that this is the fourth consecutive year that SVAA has had a clean audit. He also stated that no audit adjustments were done other than the normal year-end adjustments. He remarked that there are no comments for the report on internal control and compliance. Zach also mentioned the SVAA had an increase of \$653k reserves in FY20 and noted that the SVAA is in a strong financial standing. Zach concluded his presentation.

Volusia County Legal Department: Laura Coleman

Laura Coleman presented an update to the board on the Florida Sunshine Law. Laura that the board is subject to open meeting laws and public meeting laws under the Florida Sunshine Law. She stated that a meeting must be noticed in advance and mentioned the Attorney General recommends seven days prior to the meeting. She also noted that two or more board members may not discuss an item that may come before the board in a future board meeting. Laura also reviewed the public record policy and what records are considered exempt. She noted that public records may be requested verbally, written and anonymously. She also stated that a response is expected in a reasonable amount of time. In conclusion, she reiterated the importance of honoring the sunshine and public record laws.



Approval of Minutes: Donna Ruby made a motion to approve the October 27, 2020 board minutes. Tom Clapsaddle seconded the motion. *All members in favor.*

Chair Report: Betsy Baker

Betsy Baker shared the idea of adopting a quarterly meeting schedule for the remainder of FY20.21 for board discussion. The proposed revised board schedule consisted of five meetings omitting June and August. Debbie Meihls noted, if an additional board meeting is needed, that a special board meeting could be called.

Jim Rushing made the motion to skip the June and August meeting. Tom Clapsaddle seconded the motion. *All members in favor.*

Betsy Baker brought to the board's attention that board applications are coming up. Debbie remarked that she will put the board applications in Dropbox, and she will share the County Council's contact information with the board.

Treasurers Report: Donna Ruby

Donna noted that fiscal year 19.20 has concluded. Donna remarked that the SVAA was very fortunate to be able to fund the reserves last fiscal year. Donna also stated that the October 2020 and November 2020 financials are in the board packets. She noted that all the financials are in line for budget and that the SVAA will remain fiscally conservative. Donna recommended that the October 2020 and November 2020 financials be filed for audit.

Review Approval of Lease for Office Space - \$35,400 {\$2950.mo reduced from \$3200}

Debbie presented the office space lease for renewal. Debbie noted the current lease reflects \$3,200 per month. Due to COVID-19 and Debbie's negotiation, she stated that in January 2021 the monthly rent will be reduced to \$2,950 for one year. In January 2022, the lease will go back to \$3,200 monthly. Debbie noted that the lease has been reviewed and approved by Heather Wallace, Assistant County Attorney.

Donna Ruby made the motion to renew the lease as proposed. Jim Rushing seconded the motion. *All members in favor.*

RSQ Website

Debbie Meihls discussed the proposals received and staff selection for web developer. - \$125,000

Debbie shared that three proposals were submitted on time and received for the RSQ. She noted the proposals have been shared with the board via Dropbox and printouts. Debbie remarked that she is in favor of going with the incumbent. She further explained the reasoning for each. Debbie stated that Simpleview is largest of the three companies with over 900 clients. She also noted Simpleview did not attach the documents as requested, but instead provided links. She also commented that the proposed quote for the website did not include privacy and ADA compliance on the site. Debbie then shared the staff's thoughts on Miles Media. Debbie said that Miles Media would be her second choice. Debbie also noted that Miles Media and Simpleview both would train staff on the CMS giving the responsibility to staff to make the web updates. Debbie also mentioned that possibly down the road Miles Media may be a consideration. Debbie then discussed ITI Digital. She noted that they are the smallest of the companies proposed giving us the opportunity to be the big fish in the pond. She noted that ITI Digital has not increased their prices since we started working with them in 2016. She also noted that their proposal includes ADA and Privacy components, as well as



a \$49K valued-added. She also remarked that ITI Digital will perform all web updates, which is a cost savings of time and manpower for the SVAA. Debbie announced that her recommendation is to approve the incumbent, ITI Digital, for the winner of the RSQ.

RSQ CPA

Debbie Meihls discussed the proposals received for Accounting CPA and staff selection for CPA- \$9,000. Debbie said that the SVAA received two proposals. The first being from Marsh CPA. She noted that Marsh proposed exactly what was asked in the RSQ, charging only \$100 per year, for Sales Tax Return, and a yearly fee of \$8,500. Debbie noted that while their local office is in close proximity that they are very large company with offices throughout the country. Debbie also explained that time would be needed to integrate Marsh into the tourism world. Thus, making Marsh the second choice.

Debbie then shared her thoughts on the incumbent CPA, Belotes, CPA. She shared that Belotes has worked the SVAA for many years and works well with James Moore and the Volusia County Auditor. She noted that Belote's did reduce their Sales Tax Return rate and the total proposed is \$8,800. Debbie recommended that we continue our services with Belotes, CPA for another three years with two-year renewables.

Jim Rushing made the motion to accept ITI Digital for the website and Belotes, CPA for accounting services. Donna Ruby seconded the motion. *All members in favor.*

Lilli Sheller-Hawtree – texted that she is ill and could not attend but wanted to phone in to listen.

Laura Coleman stated that for remote attendance to be accepted that there will need to be a motion from the floor.

Jim Rushing made the motion to accept the absence in an extraordinary circumstance to permit remote attendance.

Tom Clapsaddle seconded the motion. *All members in favor. Lilli was accepted into the meeting at 10:30am.*

Executive Director Report: Debbie Meihls

Debbie Meihls presented topline items from the SVAA Executive Directors report. Debbie reminded the board of the SVAA's accreditation through the Destination Marketing Accreditation Program and the goal when renewed is to receive the accreditation with distinction by following their procedures. Thus, Debbie stated she has updated the employee handbook and policy and procedures for board review in February. Debbie also noted that in following DMAP guide that she would like to have SVAA's job titles align with DI/DMAP. Laura Coleman will confirm that the Executive Director title can be changed. Debbie agreed to let Laura fact check it. Debbie also stated she will check with the county administration.

Debbie also shared that our October Tax receipts are up 22%, and YOY we are only down 9%. Debbie also shared that we continue to receive leads for Visitor Guides. She commented that Market Watch recently named New Smyrna Beach as a top place to retire. She also shared we had social media influencer Aubrey Jackson visit the destination last weekend, and we will have media from the American Airlines FAM visit New Smyrna Beach December 18, 2020.



Debbie introduced **Roberto Schaps**, CEO of Relebrand, to provide an update on marketing initiatives. Roberto provided a research overview noting Key Data research stating that we are pacing ahead mid-December. Roberto also shared data from Arrivalist showing the Daily Travel Index Change is only down 23.1%. Secondly, Roberto provided an overview of marketing and promoting the local business segments. Roberto introduced a new program called “Laid-Back Trails.” Roberto presented examples and concepts for the campaign. Roberto remarked how this campaign can be further developed by creating monthly segments. Roberto also presented a new campaign to promote mid-week travel through promotions and packages. Roberto shared creative examples and how the two campaigns complement each other.

Roberto continued his presentation by presenting the first quarter 2021 media plan. Roberto proposed that we begin slowly in January by promoting the destination through newsletters and adding in layers of media based on COVID-19 sentiments through March. He noted the total media budget for Q1 would be \$71,500.

Franci Edgerly, CEO of ITI Digital, provided an update on the Virtual Visitor Center and Partner Portal. Franci shared that the Virtual Visitor Center will use 360-degree images of the Visitor Center. The VVC will also include hotspots, travel resources and places to explore. Franci also presented an overview of the Partner Portal in development. She shared that the portal gives the partner the opportunity to manage their listings. In addition, she shared the marketplace concept within the Partner Portal, allowing partners to promote their business to other partners. In conclusion, Debbie reiterated the value of the 360 videos and encouraged partners to take advantage of this opportunity, provided by the SVAA.

Old Business/Public Comment: None.

Board Comments: Debbie Meihls wished the board happy holidays.

Adjourn: Meeting adjourned at 11:35 a.m.