



210 Sams Avenue City of NSB Council Chambers, NSB, FL 32169  
April 20, 2021 – 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

- II. Approval of the minutes from the February 23, 2021 board meeting.
- III. Chair Report – Betsy Baker
  - A. Welcome Rebecca Simmons from Norwood's.
  - B. Selection of Chair, Vice Chair and Treasurer.
  - C. Meeting Dates for next fiscal year: October 2021 through September 2022: Oct, Dec, Feb, April, Sept.- 4<sup>th</sup> Tuesday of month, unless Dec.
- IV. Treasurers Report – Donna Ruby will discuss and present the February, March financials for filing for audit.

## CONSENT AGENDA

- V. FY21/22 Budget: Debbie Meihls: Discussion and approval of the Marketing plan and Budget submitted for Fiscal Year 2021/2022. Approval \$2,200,000 \* adjusted to Volusia County Budget when received.
  - A. Roberto Schaps, CEO of Relebrand will present the marketing plan for FY21/22.
  - B. Franci Edgerly, CEO of ITI will present the digital plans for FY21/22.
- VI. Mrs. Meihls will present topline items from the SVAA CEO report.
- 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

**2020/2021 Fiscal Year Meetings:**

~~October 27, 2020 — Research~~

~~December 15, 2020 — Audit Results~~

~~February 23, 2021 — Research & Advertising~~

~~April 20, 2021 — Budget and Marketing Plan~~

September 28, 2021 – SVAA Board Meeting Workshop



**SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

**Minutes of SVAA Board Meeting**

**Tuesday, April 20, 2021 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, Tom Clapsaddle, Jamie Dudley, Rebecca Simmons, Chad Truxall

**Staff Present:** Debbie Meihls, Elizabeth Gifford, Laura Coleman – Assistant Volusia County Attorney.

**Public Participation:** None.

**Approval of Minutes:** Jamie Dudley made a motion to approve the February 23, 2021, board minutes. Tom Clapsaddle seconded the motion. *All members in favor.*

**Chair Report: Betsy Baker**

Betsy welcomed Rebecca Simmons to the SVAA board. Betsy stated that is time to select the chair, vice-chair, and treasurer for the board. Tom Clapsaddle asked if the selection could be postponed until the arrival of Chad Truxall. Betsy agreed, and asked Donna Ruby to present the Treasurer's report.

**Treasurers Report: Donna Ruby**

Donna Ruby stated that both February 2021 and March 2021 financials are in line for budget. Donna noted that we are running paid media and the cost is reflected in the budget. Donna recommended that the February 2021 and March 2021 financials be filed for audit.

Tom made a motion to file the February and March financials for audit. Rebecca Simmons seconded the motion. *All members in favor.*

**Chair Report: Betsy Baker**

Betsy Baker continued her chair report with all members now in attendance. Betsy stated that the board needs to select the executive committee. Betsy noted that currently she serves as chair, Jamie Dudley serves as vice-chair and Donna Ruby serves as treasurer for the SVAA Board. Tom Clapsaddle stated the Donna Ruby has been a great treasurer. Betsy Baker noted that she would be happy to remain as chair, if chosen.



Donna Ruby made the motion to select Betsy Baker for the chair. Rebecca Simmons seconded the motion. *All members in favor.*

Chad Truxall made the motion to select Jamie Dudley for the vice-chair position. Donna Ruby seconded the motion. *All members in favor.*

Tom Clapsaddle made the motion to nominate Donna Ruby for treasurer. Rebecca Simmons seconded the motion. *All members in favor.*

Betsy noted the meeting dates for next fiscal year and confirmed that the board had no conflicts on the proposed meeting dates.

**FY21/22 Budget:**

Debbie Meihls noted that the budget is similar to previous years and asked that Roberto Schaps from Relebrand and Franci Edgerly from ITI Digital present the FY21/22 marketing and digital plans before she presents the overall budget.

Roberto Schaps presented the Strategic Marketing plan for FY 2021/22. Roberto stated that the plan focuses on four strategic goals: Innovative Sales and Marketing, Collaborative Destination Development, Proactive Community and Partner Engagement and Best-in-Class Organization. Roberto also presented the competitive destination spend for FY19/20. Roberto noted that in 2020, 83 brands had reported a spend of +\$1M. Roberto noted New Smyrna Beach had virtually no spend and ranked 1,809 amongst tourism brands. Roberto also revealed that our top 10 drive markets make up 50% of our visitation. Roberto noted that we use these competitive travel trends and first party data to plan for the 2021-2022 Fiscal year. Roberto noted that we will continue to stay focused on key geographic market, SEM and mass media. Chad Truxall asked if Research Data Services and Arrivaist data lineup with these key geographic markets. Roberto explained that the research is similar to what he presented and reminded the board that Arrivalist and RDS only takes samples of the big picture.

Roberto presented the recommend flighting for FY21/22 media, as well as the remaining media recommendation for FY21/22 targeting both leisure and meetings markets.

Roberto also presented FY21/22 creative samples and noted that this is the creative they approved prior to Covid-19 pandemic, and it was very good and will be using it for FY22. He provided a sample of what has been captured for the April Photo/Video shoot.

Franci Edgerly presented an overview of current fiscal year initiatives. Franci noted the new Virtual Visitor Center is a nice compliment to the Brick-and-Mortar Visitor Center. She also noted that the new Partner Portal's goal is to become a strong communication platform for the NSBVB and the industry. Franci also provided a fiscal year to date overview of digital marketing efforts and social media results. Franci noted the website traffic and engagement has increased YOY.



Franci also shared new projects for FY21/22. She stated the projects include a website relaunch, HubSpot CMS, visitor newsletters and marketing automation and segmentation.

Debbie Meihls expressed how well of all our partners work together.

Debbie then presented the County Budget of \$2.2 MM to the board, pending final budget numbers from Volusia County in May. Debbie noted that personnel services will increase next fiscal year. She stated the increased budget includes full insurance coverage of both Meihls and Giffords insurances, and three additional staff members. Debbie stated that three positions include an executive assistant, communications director, and marketing manager. Betsy Baker asked if Elizabeth's insurance would include her family. Debbie stated that funds would only cover Elizabeth's health insurance and would not include family, dental or vision.

Chad noted the 1 million dollars in reserves and asked Debbie if she plans to grow reserves. Debbie said that she would like to build a reserve of 2 million dollars.

Donna Ruby made the motion to approve Fiscal Year 2021/2022 budget. Jamie Dudley seconded the motion. *All members in favor.*

Donna Ruby made the motion approve the marketing budget (Relebrand FY20/21 and FY21/22) (ITI Digital FY21/22) as presented. Chad Truxal seconded the motion. *All members in favor.*

Debbie concluded in her presentation noting that Research Data Services is predicting that we should see 2019 tourism levels by the summer of 2022, not late 2023 as thought, pending any setbacks.

**Old Business/Public Comment:** None.

**Board Comments:** None.

**Adjourn:** Meeting adjourned at 11:31 a.m.