



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
February 25, 2020 – 10:00 a.m.

### **REGULAR 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. Craig Baumgardner – Volusia County Tax Collectors Office – Craig will give an update on the VRBO and Airbnb agreements with Volusia County.
- III. Anne Wittine – Research Data – Anne will give an update on the December and Fall SEV visitor numbers
- IV. Approval of Minutes: December 17, 2019
- V. Chair Report – Betsy Baker
  - A. Save the Date for 5/7/20 – National Tourism Week Luncheon
- VI. Treasurer's Report: Donna Ruby  
Discussion, Review and approval to table for Audit of the Financial Statements for December 2019 & January 2020.
- VII. RSQ Discussion, Review and Approval: Debbie Meihls has reviewed the proposals, clarified questions and pricing and is presenting these proposals for board approval and



implementation on October 1, 2020. All items are covered under a budget estimated to be the same as this year.

A. Advertising - \$210,000 – Relebrands  
Other bidders: Zimmerman, Paradise, Evok

B. United Kingdom Representative - \$93,000 - Ignite Sales & Marketing  
No other bidders

RSQ's continued:

C. Central European Representative – Pending discuss in April  
Other bidders: Ignite Sales & Marketing

D. IT System - \$20,000 – VannData Services – Incumbent  
Other bidders: CompuSys

E. Visitor Guide – Pending Discuss at April Meeting  
Bidders: The Foundry/Meredith Corp. and Madden Media

F. Research - \$65,000 – Research Data, LLC – Incumbent  
Other bidders: None

G. Public Relations - \$50,000 – Pineapple Press  
Other bidders: Paradise, Zimmerman, Noise



- VIII. Roberto Schapps - 2020 Media Overview for Discussion and Approval.  
Roberto will present the media for the FY20/21. We seek approval to allocate cooperative opportunities and define the media before the April Budget meeting.
  
- IX. Executive Director Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
  
- X. Old Business/Public Comment:
  
- 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



**SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

**Minutes of SVAA Board Meeting**

**Tuesday February 25, 2020 10a.m.**

NSB City Hall Chambers – 210 Sams Avenue

New Smyrna Beach, FL 32168

- 1. Meeting Called to Order: Betsy Baker- Chair, called the meeting to order at 10:00 am.  
Roll Call: Debbie Meihls conducted the roll call.**

**Members Present:** Betsy Baker, Jamie Dudley, Donna Ruby, Chad Truxall, Lilli Sheller, Jim Rushing.

**Staff:** Debbie Meihls, Suzie Sopotnick

**Volusia County Attorney's Office:** Brooke Gaffney

**Not Present:** Tom Clapsaddle

- 2. Public Participation:** Betsy Baker wanted to welcome our new representative from the county attorney's office, Brooke Gaffney.

- 3. Volusia County Tax Collectors Office Craig Baumgardner & Clay Henderson: Discuss Airbnb, VRBO and Short-term rentals in Unincorporated Volusia:**

Craig gave us a status on tax collections. Airbnb & Home & Away have signed an agreement with Volusia County which covers about 80% of the online rental market. One thing to note with this agreement is that all property owners still have obligations if they are renting outside these platforms. Collection efforts will continue, and we are shifting our efforts to other platforms. We will focus next on Trip Advisor who generally has about 10% of the market. With these companies coming on board it will help narrow the search for the non-compliant properties. The county is being proactive with all rentals to make sure the right things are being done. Craig went on to review how the county is doing all that is involved in the process of compliance. In negotiations Airbnb they declined to answer how much revenue we can expect. But Home & Away say we can expect 1.1 million and we have already started collecting that. The process of collecting involves a lot because addresses are not provided by Airbnb. County staff reviews every source to locate the property. Authority to collect can be broad. If they continue to deny or refuse to file voluntarily the county can do a couple of legal steps to see taxes are paid. Craig finished his presentation and it will be posted on the portal. Debbie Meihls ask if the county knows if the Airbnb or VRBO rentals have DBPR licensing. Craig said no we don't know because names and addresses are not provided. Betsy Baker ask if they are on these websites are, they are paying taxes. Craig answered with if they are on any of the four platforms, (Airbnb, VRBO, HomeAway & Vacation Rentals.com) they are paying taxes. Debbie stated, "We are not sure if they are being compliant with the cities". His full presentation will be on the portal.



Clay gave an overview on how Code Enforcement is being carried out throughout the county. Volusia County uses a timeframe of 30 days to distinguish between a single-family home and a hotel/motel. So, when receiving complaints this is a guideline they start with. Code Compliance in Volusia County is complaint-driven. There are 16 different cities with different codes and different standards. Councilwoman Billie Wheeler who sits on the Tourist Development Council initiated a survey with the cities. This survey with results and presentation will be on the portal.

**4. Research Data LLC - Anne Wittine: Update on the December and Fall SEV visitor numbers:**

Anne presented an update on the December and Fall visitor numbers. We ended calendar year 2019 with visitation up 1.9% slight roll back in room night but expenditures and economic impact up 4.4%. We saw an increase in all markets of where the visitor is coming from except from Florida. Occupancy was slightly down with an increase in available units to be rented. Fall 2019 saw visitation numbers drop 4%. Hurricane Dorian had an extreme impact on us as well as all Florida due to so much press coverage of that event. When we did our surveys, we heard we had a lot of rebooking. There was significant growth in visitation from the European markets for the Fall. The party size for the Fall was slightly down but maintained the length of stay numbers. We had more families traveling in the Fall with an increase in singles as well. We had a significant increase in first-time visitors and people who have been to other areas of Florida but then discovered New Smyrna Beach. Satisfaction to the area are record highs and plans to return. Anne reviewed comments about New Smyrna Beach. This presentation will be placed on the portal.

**5. Approval of Minutes: December 17, 2019**

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

**6. Chair Report: Betsy Baker**

Betsy reminded everyone to mark their calendar for the National Tourism Luncheon on May 7<sup>th</sup>, 2020 at the Brannon Center.

**7. Treasurers Report: Donna Ruby**

Donna explained that in your packets are the financials for December and January. She has reviewed them, and everything is in order. All our expenses are in line with to-date expenses. We are following our budget. There is nothing unusual or out of category to report. The reports will be placed on file for our auditor.

**8. RSQ Discussion, Review and Approval: Debbie Meihls**

Debbie Meihls presented the following proposals for board discussion and approval for implementation in the new fiscal year which starts on October 1, 2020. All items are covered under a budget that is estimated to be the same dollar amount as this year.

- Advertising RSQ- Relebrand, Zimmerman, Paradise, Evok  
The Incumbent, Relebrand was approved for \$210,000- Chad Truxall made a motion to approve. Donna Ruby seconded the motion. *All members in favor.*



- **United Kingdom Representative**  
The incumbent, Ignite Sales & Marketing, No other bidders submitted.  
Ignite Sales and Marketing was approved at \$93,000- Jamie Dudley made a motion to approve. Lilli Sheller seconded the motion. *All members in favor.*
- **Central European Representative - PENDING**  
Sommer Touristik and Ignite Sales & Marketing bid on the account. Executive Director would like to bring this back to the April meeting for discussion and approval.
- **IT Systems:**  
Vann Data Services and CompuSys were the two bidders.  
The incumbent Vann Data was approved for \$20,000- Lilli Sheller approved the motion. Chad Truxall seconded the motion. *All members in favor.*
- **Visitor Guide - PENDING**  
The Foundry/Meredith Corp. and Madden Media were the two bidders. Executive Director would like to bring this back to April meeting for further discussion and alternatives.
- **Research- Research Data, LLC, - No other bidders**  
Incumbent Research Data, LLC was approved for \$65,000- Donna Ruby made the motion to approve. Lilli Sheller seconded the motion. *All members in favor.*
- **Public Relations**  
Pineapple Press, Paradise, Zimmerman and Noise were the four bidders.  
Pineapple Press was approved for \$50,000- Jamie Dudley made a motion to approve. Lilli Sheller seconded the motion. *All members in favor.*

#### **9. Relebrand, Roberto Schapps, CEO: 2020 Media Overview for Discussion and Approval**

Roberto Schapps thanked the board for the confidence and renewing the contract for Relebrand. Covering two points in this presentation first being Analytics and second will be Media for FY20/21. Reviewing Google analytics from 2018-2019 we have a substantial increase in the number of new users. The number of pageviews increased which means people are spending time with content being provided. Not only are we driving people to the website, but we are engaging them to spend more time on site. For future board meetings Relebrands hopes to bring more data like this.

Media Strategy for FY20/21- Drive awareness and consideration of New Smyrna Beach as a vacation destination. Drive mid-week visits among returning and new visitors. October-September Always on, with heavy-ups around specific vacation periods (summer, breaks, holiday). We want to target adults 35-64, who take 1+ vacations per year, focus on



those who have exhibited intent to travel behavior online. The Primary Markets: geographically are Florida, Atlanta, Northeast. Secondary Markets: Midwest consider Canada and Europe as potential growth markets. We know the vast majority are coming from a handful of markets, so let's keep all digital geo-targeting to have a bigger impact. Roberto went on to explain the plan for the media in FY20/21. Expand social presence and having a balance approach. We want to broaden our target market. Budget allocation would be as follows:

- 25% on Video- \$87,500
- 15% Digital display- \$52,500
- 30% Digital site direct – \$105,000
- 17.5% Social Media – \$61,250
- 15% on Search – \$43,750
- **Total Budget \$350,000**

Chad Truxall made a motion to approve Relebrand Strategy and Budget for \$350,000. Jamie Dudley seconded the motion, *all members in favor*.

#### **10. Executive Director Report: Debbie Meihls**

Debbie gave an update on ITB in Berlin. The show is possibly being considered to cancel. Visit Florida will probably not be sending any staff. Several DMO's are not sending staff and Debbie will not be attending and we will let Vera our German representative run the booth. As far as the rest of the travel goes, we wait and see with the Coronavirus. Considering all that is happening we will need the support of the board because there is a bill in the House that will enable counties to come in and take money from our convention development tax. Debbie has put all information on the portal regarding this and what the monies will be used for. The Bill by the House of Representatives is still open to sunset Visit Florida, we are still awaiting that decision.

There is only two more weeks until that will be decided. Debbie will keep everyone posted. Tomorrow Wednesday February 26<sup>th</sup>, One Planet Living will be doing a training with the City of New Smyrna Beach at the Brannon Center. Debbie has gone through all the requirements and is now an integrator and she can assist any of our partners that want to do this and work directly with One Planet Living. We did confirm yesterday that Chris Fisher from Osearch will be speaking at our National Tourism Luncheon. We wanted to bring him in to do some shark education. He will also be providing us with a fact sheet to hand out at the luncheon. Chris will also be doing a speaking engagement at the amphitheater at Marine Discover Center the night before for locals to have the opportunity to attend.

#### **11. Old Business/Public Comment:**

No old Business or public comment.

#### **12. Board Comments:**

No Board Discussion or comments made.

#### **13. Adjournment:**

Meeting adjourned at 11:49a.m.