



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
August 27, 2019 – 10:00 a.m.

REGULAR BOARD MEETING DRAFT 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 Minutes: April & May 2019
- III. Chair Report – Betsy Baker
- IV. Treasurer’s Report: Donna Ruby
Approval of the Financial Statements for June & July 2019
- V. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- VI. Old Business/Public Comment:

Public Participation Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.

- VII. Adjourn

Next Meetings:

~~August 27, 2019 – Topics: Budget Recap for FY19/20~~
September 24, 2019 – Topics: The Year Ahead



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of Board Meeting-
NSB City Hall
Tuesday, August 27, 2019

Members Present: Donna Ruby, Chad Truxall, Jim Rushing, Jamie Dudley, Giffin Chumley, Debbie Meihls and Betsy Baker (via phone), Tom Clapsaddle arrived at 10:05am.

Not Present: Lilli Sheller

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

Roll Call: Debbie Meihls did the roll call.

Public Participation

No Public Participation at this time.

Approval of the Minutes: June 2019

Betsy ask for any questions or changes to the minutes, if none, a motion to approve. Donna Ruby made a motion to approve the minutes and Jamie Dudley seconded the motion, *all members in favor*.

Chair Report

Betsy reminded the board of the upcoming workshop on September 24th from 8am-3pm at the Hampton Inn. She reminded everyone how important it was as a SVAA Board member to attend. During the workshop the board will review the results of the destination survey and offer input for the 2020-2023 strategic plan. Please turn in your Executive Director Review forms. We will be doing an annual review on our executive director as well as board member reviews.

Starting at 5pm on the same day Damian O'Grady, President of Ignite Sales & Marketing will present the "State of the United Kingdom" to all industry partners. You are not required to stay for this event but are encouraged to. The event will be held at the Hampton Inn as well.



Treasurers Report

Donna Ruby presented for approval the financial statements for the months of June & July 2019. Volusia County approved our budget for 2019-2020 on August 6th, 2019. We are preparing for our end of the year audit. The auditors will be mailing in-kind inquiries to all board members. They will be onsite on November 4th, 2019. We have a fully funded reserve account and the funds for reserve can be shown in a money market account. As an organization we want to prepare for those unforeseen events that may happen in our state. With the future of Visit Florida not known we need those reserve to help with potential marketing in the future. Chad Truxall ask why that amount of money in reserves. Debbie answered that it is a percentage of what our budget is. Also, Chad Truxall posed the question if the SVAA Board needs to get approval before the release of the funds and Debbie answered by yes, the board needs to approve and then the County of Volusia will need to approve as well. Jim Rushing made a motion to approve the financial report and Chad Truxall seconded, *members in favor*.

Advertising Update: FY 19/20 Advertising Creative, Cooperative Advertising

Roberto Schaps, CEO of Relebrand was not able to present the creatives. He was not in attendance.

Executive Director Report:

Debbie presented her report to include that part of the SVAA's marketing plan was to increase Leisure shows to reach other destinations in our market to drive more business. We presented our budget to Volusia County council on August 6th. It was approved for fiscal year 2019-2020. She discussed tax receipts and if things continue to go on target we should come in slightly over budget for the year. With our visitor center a large uptick in visitor guide requests from the international markets. The SVAA is preparing to attend the Florida Governor's Conference on Tourism. At the conference there will be a panel discussion that we host on sustainable tourism with two of our board members on the panel and others from our industry. At the Chairman's Dinner to be held the first night we are excited to be in the running for some awards possibly the Henry Award. The surveys went out from Destination Next at the beginning of the month. There has been very poor response so far. Please encourage people to take the survey we will be reaching out again via email and the deadline will be extended. The survey results will be presented at the workshop on September 24, 2019 being held at the Hampton Inn. These results with the thoughts of our CVB Board will help develop our strategic marketing plan for 2020-2023 marketing years. Damien from the UK will also be presenting the State of the UK market on that same day at 5pm. Our shark bite issues have traveled to the newspapers in the UK. We are still trying to educate people about sharks. Chad had a quote in the newspaper about the death of sharks' vs humans. We received a film permit to be shot on 09/07/2019 in Smyrna Dune Park. We had 6 properties sign up for Cooperative Advertising. We have 2 FAMS coming up with one partnering with Visit Florida and A German Influencer will be here. Debbie attended a recertification workshop for her CDME and was successful. The NSBCVB DMAP certification from Destination International was renewed on 04/03/2019.



We will also be working with the assistance of the County Attorneys office to renew 4 or 5 RFP's. Fishstock is in the early planning stages. After the Labor Day holiday, we will begin having regular meetings and present to the City of New Smyrna Beach in the near future. We have a couple of organizations working together to put this event on. We are going to engage our businesses on Canal Street and Flagler Avenue, as well as reaching out to possible host hotels and securing dates for the event.

Old Business/Public Comment

This is no old business at this time.

Adjourn

Meeting was adjourned at 10:19am