



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
October 22, 2019 – 10:00 a.m.

REGULAR BOARD MEETING AGENDA

- I. [Call to Order: Betsy Baker \(via phone\)](#)
Roll Call: Debbie Meihls

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

- II. Blue Community Day Proclamation – Presented by Councilwoman Deb Denys
- III. Research Report: Claire Klages/Anne Wittine
Research Data will present the year to date tourism research and quarterly results for SVAA.
- IV. Approval of Minutes: August 27, 2019 & September 24, 2019
- V. Chair Report – Betsy Baker – Board Workshop
- VI. Treasurer’s Report: Donna Ruby
Discussion, Review and Filing of the Financial Statements for August & September 2019.
- VII. Advertising Update: Roberto Schaps, CEO of Relebrands to present the latest update on FY19/20 Advertising creative, Cooperative Advertising.
- VIII. Review, Discussion and Approval: Strategic Plan 2020 – 2022: Vision, Mission, Goals and Plan approval.
- IX. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- X. Old Business/Public Comment:
- XI. Board Discussion/Comments:



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XII. Adjourn

Next Meetings:

2019/2020 Fiscal Year Meetings:

October 22, 2019 – NSB City Hall Chambers – Research

December 17, 2019 – Audit Results, Web & Digital

February 25, 2020 – Research & Advertising

April 28, 2020 – Budget and Marketing Plan

June 23, 2020 – Research

August 25, 2020 – Budget and Marketing Plan updates

September 22, 2020 – SVAA Board Workshop – Location TBD



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting-
Tuesday, October 22, 2019 - 8 a.m.
NSB City Hall Chambers- 210 Sams Ave.
New Smyrna Beach, FL 32168

Members Present: Jamie Dudley, Donna Ruby, Chad Truxall, Jim Rushing, Lilli Sheller, Giffin Chumley, Debbie Meihls, Suzie Sopotnick, Betsy Baker and Tom Clapsaddle (via phone)

Not Present:

Meeting Called to Order: Betsy Baker, Chair, called the meeting to order at 10:01 am.

Roll Call: Debbie Meihls did the roll call.

Public Participation

No Public Participation at this time.

Blue Community Day Proclamation: Presented by Councilwoman Deb Denys

Deb Denys presented the Southeast Volusia Advertising Authority a proclamation from the Volusia County Council. Deb Denys stated that she believes this is the first time that a proclamation has ever been present to and Ad Authority. She presented it to SVAA Board and Debbie Meihls for the work being done in the Blue Community.

Research Report: Presented by Claire Klages & Anne Wittine

Anne Wittine presented the Visitor Profile Fiscal Year to Date 2019 which included October 2018 thru August 2019. Our numbers for the year have improved with estimated number of visitors up almost 5% despite the threat of hurricane. Total economic impact up almost 8%. With it reaching almost 4 million for the first 11 months. In looking ahead at September's, it looks to be a bad month with hurricane Dorian affecting that critical Labor Day weekend. In October we talk to the industry partners of what it looks like and 45% say that their Occupancy is up as apposed to this time last year. Summer numbers from May 2019 thru August 2019 the Estimated Room night are down due to some of the nontraditional condo unit getting more attention. Visitors are up and room nights down due to party size. Slight increase in inventory may be affecting room nights which leads to the Airbnb affect. In where people are coming from, they are seeing strong numbers from the Southeast and the Midwest. People are traveling for vacations and or getaways. More people are recommending the New Smyrna Beach Area. When compiling data, we added a new feature in that created a word tile document to highlight words that



described the New Smyrna Beach Area. Also pulled out a few representative comments of the area. They are performing about 180 surveys a month to compile this data.

Approval of Minutes: August 27, 2019 & September 24, 2019

Betsy ask for any questions or changes to the minutes, if none, a motion to approve. Chad Truxall made a motion to approve the minutes and Lilli Sheller seconded the motion, *all members in favor*.

Chair Report: Betsy Baker

Betsy reported that the workshop with the SVAA Board held on September 24, 2019 was very productive and Destination Next was great to work with. The time together as a board to discuss any issues that need to be worked on is always good to collaborate.

Treasurers Report: Donna Ruby

Donna informed the board that they all should have received a letter from James Moore regarding transactions between the board and the SVAA. Please make sure you complete those and return them to the auditors. Auditors are schedule in on November 4th, 2019 to complete our final audit for the end of the fiscal year. We will have a final report after the audit and if any adjustments were needed, they will be reflected. We have closed the year under budget at this point. We are doing well and have funds of 400+ in reserves. Unless we have any questions from the board, we will place those files for review from the auditors.

Advertising Update: Roberto Schaps, CEO of Relebrand

Roberto presented the latest update on FY 19/20 Advertising creative, Cooperative Advertising. The Leisure campaign is already running but wanted to recap it. Also, will be going over new marketing for Meetings and Conventions. He discussed the Event Promotion Campaign running right now is Plein Air. We want to promote what we call our "Signature Events". Starting in November we will be running an event promotion ad campaign for Images: A Festival of the Arts. Since these ads are metrical, we can track and see who is clicking through. Roberto went on to show our new Meetings Campaign, we need to bring the right size and the right type of meeting to fit our destination. We have introduced a new term for the Brannon Center in the ads. It is now being referred to as a boutique convention center. Most convention centers are big but we do not have that here so we should take advantage of this and attract other meetings markets. He went over the different ad options for different scenarios.

Review, Discussion and Approval: Strategic Plan 2020-2022: Vision, Mission Goals and Plan Approval

Debbie thanked the board and staff that was put into the strategic plan development and she wanted to share the data with you. There are 4 key strategic portions of our plan. Destination Next was very please that we place in the Voyager section of the SWAT Analysis. Debbie reviewed our new mission statement and vision created by the board and the goals set by staff. We did in planning pick years of completing due to budgeting. Also focusing on some key concerns from questions asked. We as the CVB divided plans amongst staff who were responsible for each item. As we also review, we may add more people to one or two of the items. Staff came up with Goals and we are promoting the ultimate New Smyrna



Beach experience. Very good comments from the board on the finished project. Betsy ask for a motion to approve the SVAA 2020-2022 Strategic Plan. Jim Rushing made the motion and Jamie Dudley seconded the motion, *all members in favor.*

Executive Directors Report: Debbie Meihls

Debbie presented her report with a reminder that they all have a copy in their packets. She reiterated what Anne said from Research Data. Our tax receipts for August were down -4.39 over last year but do remain up for the year. We had shark bites and Hurricane Dorian. There has not been a good word about September. The good thing is that we made our budget year. We continually are always looking for things to do in September. Our RSQ's are in the works and will give an update later. We may have a good update on the Airbnb, VRBO and Home & Away product. This would be a great thing for NSB if the county is able to get this done. They have done great work between the county legal and the tax collectors office. Giff say Airbnb has pretty much agreed to everything and there is one more thing to work out but feel this can happen. Requesting GIS locations for areas. The county has provided that. We have a lot of conferences, tradeshow and meetings market. A lot of FAM and PR activity going on. Trying to do as much as we can with Visit Florida will their funding is there because we are not sure what will happen next year. We are hoping that Governor DeSantis gets approval for another 8 years of funding for Visit Florida. Suzie will be presenting at the December board meeting as part of her STS project for certification. Jim says they have been making progress. The name has been the problem, so they are renaming it the New Smyrna Beach Big Game Tournament. They are great talent on the committee that will be putting this on and we as the CVB. We will be helping with Canal/Flagler Events. We will be engaging all businesses. We have posted for the position available. Debbie, Amber & David will be attending the Florida Tourism Forum. Our panel on sustainable will be presenting.

Old Business/Public Comment

No old business or public comment presented

Board Discussion/ Comments

No Board Discussion or comments made.

Adjourn

Adjourn meeting at 11:09 am