



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
December 17, 2019 – 10:00 a.m.

**REGULAR BOARD MEETING AGENDA**

- I. **Call to Order: Jamie Dudley, Vice Chair**  
Roll Call: Debbie Meihls

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

- II. James Moore & Co. – Zach Chalifour will present the audit results for SVAA FY18/19
- III. Approval of Minutes: October 22, 2019
- IV. Chair Report /Vice Chair – Jamie Dudley
- V. Treasurer’s Report: Donna Ruby  
Discussion, Review and approval of the Financial Statements for September, October and November 2019. All are preliminary until final numbers from Volusia County.
- VI. Discussion and Approval of “How to do Florida” with Chad Crawford - \$45,000 for multi-media campaign in season 11, starting June 2020. One campaign around fishing/shark education, one on top ten things for kids to do.
- VII. Executive Director Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- Roberto Schaps – Relebrands
  - Suzie Sopotnick – Big Game Fishing Tournament Update
- VIII. Old Business/Public Comment:
- IX. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- X. Board Comments:
- XI. Adjourn



**Next Meetings:**

**2019/2020 Fiscal Year Meetings:**

October 22, 2019 – NSB City Hall Chambers – Research

December 17, 2019 – Audit Results

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, December 17, 2019 - 10 a.m.  
NSB City Hall Chambers- 210 Sams Ave.  
New Smyrna Beach, FL 32168

**Members Present:** Jamie Dudley, Donna Ruby, Chad Truxall, Jim Rushing, Tom Clapsaddle, Giffin Chumley, Debbie Meihls, Suzie Sopotnick,

**Not Present:** Betsy Baker & Lilli Sheller

**Meeting Called to Order:** Jamie Dudley, Vice-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.

### **James Moore & Co.- Zach Chalifour presenting Audit Results for SVAA FY 18/19**

Zach Chalifour presented the audit results for FY 18/19. Each board member received a copy. The SVAA had another very positive audit. We have had 4 to 5 very spotless audits. A big thank you to Debbie and team making sure everything is ready when needed. Zach discussed the report and touched on certain points that are required in the audit process. He highlighted required communications, the Audit Report & Financial Highlights. Our tax revenues had a 7% increase from the prior year and the Fund Balance increased of \$350K in FY2019 with 40.7% as a percentage of reserves. Chad Truxall thanked Debbie and staff for having multiple years of clean audits. He posed the question are the reserves in a money market or savings account? Debbie answered money market account with us also still having money in our checking account for possible use in the future.

### **Approval of Minutes: October 22, 2019**

Jamie ask for any changes to the minutes, if none a motion to approve. Chad Truxall made a motion to approve the minutes and Donna Ruby seconded the motion. *All members in favor.*

### **Chair Report: Vice Chair: Jamie Dudley**

Jamie has no comments for the chair report today.

### **Treasurers Report: Donna Ruby**

Donna Ruby advised the board that the revised September final statement was on the portal as required by James Moore. October & November financials for the new fiscal year have been posted. Everything is going fine in the first two months of the new fiscal year with no problems to report. Donna has reviewed



the statements and find them in order.

**Discussion and Approval of “How to do Florida” with Chad Crawford**

Debbie is presenting for Chad as he had to go out of town. The agreement is on the portal for the board. We worked with Chad 3 years ago and everybody here know his show “How to do Florida”. He has given us a proposal for season 11 that starts in June 2020. One of the things we want to do is How to-fishing, sustainability and sharks all together. We want to educate the industry on how important Sharks are to the ecosystem. He will be filming sometime in February thru April. The second part of this is doing 8 video blogs for kids of the top 10 things to do in the area. Debbie was able to get his proposal down about \$20K than originally quoted. These ads will run on 11 different local media affiliates such as ABC, NBC and streaming available on Roku, Amazon. With the board’s approval I would like to be able to have this agreement of Chad Crawford Entertainment for \$45k to hit in season 11 in June 2020. Donna Ruby made a motion of “How to do Florida” with Chad Crawford in the amount of \$45k, Tom Clapsaddle seconded the motion. *All in favor.*

**Executive Directors Report: Debbie Meihls**

Debbie first introduce our new employee Elizabeth Gifford. She will be taking on the title of Advertising and Promotional Sales Manager. Very excited to have Elizabeth back with us. She has been busy at work getting the RSQ’s prepared for disbursement.

Roberto Schapps gave a brief update on the marketing side with the outlook of our marketing looking good to start the new year. Promotion of Images Festival of the Arts is taking place and other events to follow as they approach. Roberto thanked the SVAA Board again for the opportunity to work for this destination.

Suzie Sopotnick presented an updated of the New Smyrna Beach Big Game Tournament (NSBBGT). It is part of her required project for the completion of STS Marketing College certification. Everything is on track with the planning of the fishing tournament taking place in May 2020. We have finished all required paperwork and presented to the city. She is attending regular meetings and provides updates to all committee members.

Debbie touched on a few points of interests that we are working on. First, she thanked the board for all their support with the sustainability program. SVAA participated in a forum in a breakout session at the Florida Tourism Conference (Gov. Conf) on sustainability. Eight destinations approached afterwards and want to be next in the pilot program. Tuesday December 10<sup>th</sup> Debbie attended the city commission meeting. She shared the Henry Award with them and explained all the work being done. Dave Randle spoke, and the City of New Smyrna Beach voted unanimously to be the first city in the Blue Community Pilot Program. Tom mentioned wanting to be added to the list with the property of Country Inn & Suites. Visit Florida has also expressed an interest if funding allows next year. Our numbers for this quarter are down but looking ahead seems to be on an upward climb. We are doing everything we can to help that with media, travel and trade shows. Amber is working hard in our meetings market and wedding shows to lure those markets to our destination. We will continue to look at other markets. The full Executive Directors report can found on the portal.



Old Business/Public Comment

No old business or public comment presented

Board Discussion/ Comments

No Board Discussion or comments made.

Adjourn

Adjourn meeting at 11:04 am