



Southeast Volusia Advertising Authority
~~NSB City Hall Chambers—210 Sams Ave.~~
New Smyrna Beach, FL 32168
June 23, 2020 – 10:00 a.m.
ZOOM MEETING

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~~

During this time of extraordinary circumstances dealing with the Declared Emergency associated with COVID-19, the SVAA/NSBVB is temporarily transitioning to online public participation comments for SVAA Board meetings consistent with the goals of the Governor's Executive Order 20-91, Essential Services and Activities during the COVID-19 Emergency.

In lieu of in-person public participation, the SVAA is providing an online public participation form prior to each SVAA Board meeting for submission to the SVAA Board members of the public that still desire to make comments.

The Public Comment form will be open until the end of the SVAA Board meeting. Comments submitted prior to 5 p.m. on Monday, will be provided to the SVAA Board before the meeting. Any comments submitted after 5 p.m. Monday, April 27, 2020, but before the conclusion of SVAA Board meeting, will be provided to SVAA Board at the end of the meeting. Online form can be found at <https://visitnsbfl.com/svaa-information>

If you have issues with the virtual public participation form, please contact Debbie@VisitNSBFLA.com

- II. Research: Claire Klages/Anne Wittine present the April tourism research data for SVAA
- III. Approval of Minutes: April 28, 2020
- IV. Chair Report – Betsy Baker



- A. Please remember our next meeting will be September 22, 2020 – Zoom mtg as of today, will notify of any other changes per executive orders.
- V. Treasurer’s Report: Donna Ruby
Discussion, Review and approval of the Financial Statements for May & June 2020.
- VI. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- VII. Old Business/Public Comment:
- VIII. Public Participation: ~~Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members~~

During this time of extraordinary circumstances dealing with the Declared Emergency associated with COVID-19, the SVAA/NSBVB is temporarily transitioning to online public participation comments for SVAA Board meetings consistent with the goals of the Governor’s Executive Order 20-91, Essential Services and Activities during the COVID-19 Emergency.

In lieu of in-person public participation, the SVAA is providing an online public participation form prior to each SVAA Board meeting for submission to the SVAA Board members of the public that still desire to make comments.

The Public Comment form will be open until the end of the SVAA Board meeting. Comments submitted prior to 5 p.m. on Monday, will be provided to the SVAA Board before the meeting. Any comments submitted after 5 p.m. Monday, April 27, 2020, but before the conclusion of SVAA Board meeting, will be provided to SVAA Board at the end of the meeting. Online form can be found at <https://visitnsbfl.com/svaa-information>

If you have issues with the virtual public participation form, please contact Debbie@VisitNSBFLA.com

- IX. Board Comments:
- X. Adjourn

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 – The Road Ahead, Review of FY1920.



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting

Tuesday June 22, 2020 10a.m.

Zoom Meeting

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 late to join: Lilli Sheller

Not Present: Jim Rushing

Staff Present: Debbie Meihls, Elizabeth Gifford, Brooke Gaffney- Volusia County Attorney, Sebrina Slack- Volusia County Attorney

Approval of Minutes: April 28, 2020

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

Public Participation: None.

Chair Report: Betsy Baker

- Betsy reminded the board that the next scheduled board meeting is for September 22, 2020 and is currently a Zoom meeting - will notify of any changes per executive order.

Treasurers Report: Donna Ruby

Discussion review and approval of the Financial Statements for April and May 2020.

- Donna shared that the financials for April and May have been provided in the board books. She said she reviewed them, and everything is in order.
- Donna stated that unlike most months that the SVAA is currently not on budget as the financial situation has change drastically.
- Donna stated that Debbie has re-forecasted the budget through the end of the fiscal year. Donna shared she reviewed the re-forecasted budget and feels that we are still in a good financial situation. Donna also acknowledged Debbie's concerted effort to renegotiate contracts and expenses. Donna remarked that Debbie and Elizabeth are the only current and forecasted employees through the end of the year. Donna mentioned that SVAA's landlord has agreed to be lenient on payment dates regarding the office space. It was stated the landlord also agreed to reduce the renewal rent by \$250 starting in January.
- Donna also made note of the following reductions in contracted fees:
 - Cleanpix reduced their fee from \$595 to \$300.
 - Spectrum reduced its monthly rate from \$479 to \$159.
 - AT&T lowered the monthly rate by \$150.



- Vann Data reduced their fee by \$750/monthly by reducing the number of active computer workstations.
- Book Direct waived two quarterly booking engine fees for a savings of \$3,750.
- Donna reiterated that all expenses are being reviewed in-an-effort to lower bills. Thus, Donna stated she does not see that reserves will need to be touched.
- Donna commented that the preliminary tax for May 2020 is \$58K higher than forecasted.
- Donna stated that the FY20/21 Budget and Presentation must be submitted to the County by July 24th, and the presentation to Volusia County will take place August 25th. Donna encouraged board members to attend the County Council meeting August 25th.
- Donna recommended that the financials be filed for audit.
- **Tom Clapsaddle made the motion to accept the treasurer's report for filing. Chad Truxall seconded the motion. All members in favor.**

Discussion and Approval of SVAA Revised County Budget. Submission by 7/24/20 and meetings with the county first week of August. Budget presentation on 8/2/20.

- Debbie stated she had presented a revised FY19/20 budget of \$1,800,000 that the board approved at the April board meeting. She stated the county had originally projected the SVAA closing the FY at \$2,200,000. However, the county has since lowered the projection to \$1,900,000. Debbie stated that she had downsized the budget further with the projections of a weak August and September. Thus, Debbie expressed she would rather be fiscally conservative with the expectations of closing FY19/20 at \$1,500,000 with the board's approval.
- Debbie presented the FY20/21 budget of \$2,100,000 based on the county's projected number. Debbie explained the expenditures include three positions at \$260K, as well as, marketing expenses over \$1.5M and operating expenses at \$188,781. Debbie also mentioned this budget allows the reserves to equal \$1,000,000 by end of FY20/21. Debbie said with board approval she will send this budget request to County Finance. Debbie also mentioned that she has a meeting with the County Manager and Financial Director on 8/6/20 and that budget presentation is scheduled for 8/25/20.
- Chad Truxall questioned if the budget is flexible to have additional staffing above the 3 positions budgeted, and if having two staff members currently was adequate. Debbie stated if the SVAA stays within the budget additional staff can be hired. However, if the figure exceeds the personnel budget than County Council approval is needed. Debbie also acknowledged that we do have our advertising agency and ITI that aids with social media, SVAA's website and blogs. The third person would assist with project work and visitor services. Also, in the budget is a new public relations firm, which is less expensive then hiring someone to fill the public relations roll. Debbie also stated that our industry research from Tourism Economics states we will not rebound from 2019 until the end of 2023. Thus, proceeding with caution so that layoffs do not have to be made again.
- **Donna made the motion to approve the revised budget for FY20/21 and the revised budget for the current FY19/20. Chad Truxall seconded the motion. All members in favor.**

Discussion and Approval of Inquiry Letter to City of NSB re: Old Connor Library as a potential site down the road for a visitor's center.



- Debbie shared that we have explored moving the visitor center to a couple different locations. However, when you consider the cost of moving, changing all the collateral, IT services, etc. that it makes financial sense to reside at the current location with reduced rent starting January 2021.
- Debbie also shared the discussion that she has had over the years regarding taking over the Old Connor Library to use as a Visitor Center catering to the public and being more visible in area. Debbie stated she has spoken to New Smyrna Beach's City Manager, and that on 6/30/20 the city will be reviewing current leases and expects an increase in rent. The City Manager asked that if the SVAA is interested in the building that a letter of interest be submitted to present at the 6/30/20 city meeting. Donna noted this building will not house operations and will act solely as a visitor center.
- ***Donna Ruby made the motion to approve the Inquiry letter to the City of NSB regarding the Old Connor Library as a potential site down the road for a visitor's center. Chad Truxall seconded the motion. All members in favor.***

Executive Director Report: Debbie Meihls

- Debbie shared that the County Auditor started the SVAA Audit June 15th and is expected to be at the office through June 24th.
- The SVAA staff continues to work diligently on projects and hoping for business to return to usual soon.

Old Business/Public Comment: None.

Board Comments: No Board Discussion or comments made.

Adjourn: Meeting adjourned at 10:30 a.m.