



Southeast Volusia Advertising Authority  
Board Meeting at SVAA Office  
2238 State Road 44, NSB, FL 32168  
October 26, 2021 – 10:00 AM -12:00 PM

### **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. **Approval of the Minutes** from the September 28, 2021, Board Meeting
- III. **Andrea Kerr**, Asst. Volusia County Atty: Annual Sunshine Law Review
- IV. **Bill Obreiter**, Senior Sales Director Zartico – Presentation of NSB Zartico Research Software
- V. **Anne Wittine**, Research Data Dashboards – FY20/21, FY21/22 outlook
- VI. **Chair Report** – Betsy Baker
- A. Reminder of the upcoming meetings that will be now held at NSBVB Office: 2238 SR 44, Please remember that the next meeting is **December 14, 2021**. We will have Paul Ouimet from MMGY NextFactor presents the proposal for the Master Plan of SE Volusia and updated strategic plans.
- February 22, 2022
  - April 26, 2022
  - September 27, 2022
  - These meet the statutory quarterly requirement for board meeting.
- VII. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
- September Preliminary Financials
  - Audit update for closing out the year – Completion projected 11/4/22
- VIII. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.

- IX. **Old Business:** Salary of CEO's from across Florida and the Destination International Survey of Salary & Benefits are in your packets.
  
- X. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
  
- XI. **Board Comments:**
  
  
- XII. **Adjourn**

**2021/2022 Fiscal Year Meetings:**

October 26, 2021 – Research: Zartico, Research Data, Sunshine Law Review.

December 14, 2021- Audit Results & Master Plan and 3 year strategic plan approval.

February 22, 2022 – Research & Advertising updates

April 26, 2022 – Budget & Marketing Plan Approvals: Remaining FY21/22 and FY22/23

September 27, 2022 – Year End Review and Workshop for FY22/23 Mktg.

**\*These meet the Statutorily quarterly requirement for board meeting**

**2020/2021 Fiscal Year Meetings:**

~~October 27, 2020 — Research~~

~~December 15, 2020 — Audit Results~~

~~February 23, 2021 — Research & Advertising~~

~~April 27, 2021 — Budget and Marketing Plan~~

~~June 22, 2021 — Research~~

~~August 24, 2021 — Budget and Marketing Plan updates~~

~~September 28, 2021 — SVAA Board Meeting Workshop~~



**SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**  
**Minutes of SVAA Board Meeting**  
**Tuesday, October 26, 2021, 10:00 a.m.**  
**SVAA Office**  
**2238 SR-44, 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 – CEO, did the roll call.

**Members Present:** Betsy Baker, Jamie Dudley, Donna Ruby, Tom Clapsaddle, Richard England, Rebecca Simmons, and Chad Truxall.

**Staff Present:** Debbie Meihls, Elizabeth Gifford, and Mia Legarda. Heather Wallace and Andrea Kerr – Assistant Volusia County Attorney.

**Public Participation:** None.

Debbie Meihls brought in the SVAA volunteer, Nancy Agett who has been volunteering for 15 years. Debbie gave Nancy a gift bag, certificate, and card signed by the board members and employees. Nancy was introduced to everyone and was congratulated and thanked for all her years with the SVAA.

Debbie Meihls brought up the passing of Erik Lumbert, past board member of SVAA, last Saturday from a car crash and will let the board know how and when to pay their tribute when the details are available.

**Approval of Minutes:** Tom Clapsaddle made a motion to approve September 28, 2021, board minutes. Richard England seconded the motion. *All members in favor.*

**Bill Obreiter, Senior Sales Director of Zartico: Presentation of NSB Zartico Research Software**

Bill Obreiter presented:

- Zartico mission to provide the clearest view of the visitor economy by using data sets.
- Destination Questions: Who is coming here, where they are from, and what influenced them.
- Driver, which is the event; how they bring in people from in/out state, lodging/STR, attractions, and POI's.
- Flow, from the geolocation data taken from cell phones, website contribution, and how to reduce traffic.
- Value, from credit card data. People who give the most amount of money with the least amount of impact.
- July 15<sup>th</sup> – 18<sup>th</sup> weekend analysis: Feeder markets (JAX biggest credit card feeder, ORL biggest for arrivals), visitor – resident ratio (3:1), and in/out of state feeders.
- Betsy Baker asked how the data is taken. Bill responded that the data is from cell phone apps.
- Zartico is only working with DMO's, for the travel industry.
- Working with Next Factor to get more data.
- Chad asked how Zartico differs from Arrivalist and if that's what we used before. Debbie responded that we still have Arrivalist. Bill responded that Arrivalist looks at media attribution, Zartico looks at contribution in how to drive tourism content. Chad asked how Zartico looks at influencing. Bill responded that Zartico maps every POI in the county.
- Betsy asked if Daytona is considering Zartico, Bill responded that they have talked to them. Debbie communicated that she had talked to Mayor Burnett he was told about Zartico and the Master Plan and the mayor asked if SVAA can be involved with the future PT. O strategic plan.



### **Anne Wittine, Research Data Dashboards – FY20/21, FY21/22 Outlook**

- Anne Wittine started her presentation with a chart for Recovery of U.S. Air Travel. Anne stated that air travel has recovered since last year, but still lower than 2019.
- For Oct 2020 – Aug 2021, occupancy was lower than 2019, but higher than 2020, but ADR and RevPAR are higher than both years.
- Key visitor metrics research concluded that summer (May-Aug) has stronger numbers, visitors increased as well as occupancy, ADR, and RevPAR.
- More people are travelling with children this year and more people ate using their personal cars as well.
- There is a significant increase in budget to spend.
- Sentiment: As of September 2021, people are still cautious to travel. Chad asked is it is correlated to the COVID spike, Anne responded that although they noticed the spike, it is more because of the borders opening.
- Anne added that green light travelers are at 48.9% and dropped from June while the red-light travelers are at 25.1% and has risen from June. In June, 26.4% of people are saying they won't visit Florida, Europe numbers are positive, and 1 of Canadians are green light travelers while 42% are interested.
- Bill asked if the boosters would affect the number. Anne answered that they think the children's vaccine might affect it more. Richard England responded that the boosters will be a bigger deal.

### **Chair Report: Betsy Baker**

Betsy Baker reminded that future meetings will be held at the SVAA office board room, 2238 SR-44, New Smyrna Beach, FL. Next meeting will be on December 14<sup>th</sup> and Paul from Next Factor will be present. Richard England asked if the time of the meeting is still 10 am-12pm. Debbie Meihls answered yes, the dates are on the agenda. Betsy expressed that she has received the data about the comparison of salaries and will discuss it in the December board meeting.

### **Treasurer Report: Donna Ruby**

Donna Ruby communicated that the report won't be final until the audit is completed. The final report will be in December. Donna stated that we have exceeded the projected collections and the balance will carry forward. Donna reminded the board of the questionnaire they received from James Moore to complete the audit. The preliminary financials will be on file for the audit.

Debbie Meihls stated that she met with the internal auditor Jonathan, and he made minor recommendations. Debbie expressed that she is pleased that Jonathan was impressed that we have everything in HubSpot and gave us a golden review. Jonathan will do a 5-year, program audit next time, and his findings starting October 1<sup>st</sup> 2016-03/31/20 will be posted on the county website.

### **Sunshine Law: Andrea Kerr, Asst. Volusia County Atty.**

- Andrea Kerr reminded everyone that all meetings need to be audio recorded and have minutes.
- Make sure they do not talk about SVAA outside of a board meeting.
- Be aware of text messages, e-mails, social media, and calls between members.
- Very important that the public is comfortable, and everything is open.
- Heather Wallace reminded the board that any decision that needs to be discussed by the board cannot be talked about outside of a recorded board meeting.
- Notice must be reasonable and includes time, place, and subject matter. Notice can be on website, through press release, fax, or e-mail.



- Meetings require minutes, recording, and workshops.
- Right of public participation.
- Penalties and Sanctions: Unintentional up to \$500.00 and intentional is a 2<sup>nd</sup> degree misdemeanor, not more than \$500.00, and jail up to 60 days.
- Public records law, all records are open to the public, is a constitutional right and a legislative mandate.

### **CEO Report: Debbie Meihls**

Debbie communicated that the Master Plan proposal would need a big budget, from \$125-\$150 thousand but will include all 5 cities and the strategic plan will be revamped as well. Paul will be at the board meeting in December and will need the board approval. Chad asked if we are included in Daytona's master plan or if they are included in ours and Debbie answered no, because we are only Southeast Volusia. Chad asked what the difference between a strategic plan and a master plan is. Debbie answered that a strategic plan is what the goals are for marketing, growth of the office, and everything you're going to do to get the visitor or resident to do a full buy-in, media, PR, admin, and advocacy. A master plan takes that and ties in with each hospitality overlay of the cities, it dovetails hospitality and tourism and community.

Debbie mentioned that she is in communication with Damian from Ignite and that all the shows are back on, Brand USA has a travel trade show, and operators are reporting sales for 2022 to Florida are only 20% behind 2019, the biggest sales on record. Debbie mentioned that Tui is flying into Melbourne, has reached and out and wanted to add hotels to our portfolio, and Europeans do multi-city travel.

Debbie stated that the report is in the Partner Portal, there is filming going on for a Netflix show titled Florida Man, Visit Florida came a few weeks ago and did things in the area, Debbie will speak at the Economic Workshop on Thursday with the City of New Smyrna Beach and the TDC Meeting on Friday. Debbie conveyed that she met with the Mayor of Port Orange and Chris Edwards from the City of New Smyrna Beach, Sam Bishop, Economic Development in Edgewater, and that they are interested in the master plan.

**Old Business:** Discussion and approval of Ignite Sales & Marketing contract to start November 1, 2021 and run for 3 years, and (2) one year renewals. Cost is \$24,050 Nov -March 2022, then \$32,050 April through September 2022

Debbie voiced that she would like to engage with Ignite and start the contract again to market into European traffic.

Richard England motioned to approve Ignite, Jamie Dudley seconded the motion.

Chad asked if we need to go out for RSQ again, which was already approved prior to the pandemic, or if we can do direct. Debbie answered that we already awarded them, and they are still under contract, but just paused.

Tom asked about the fees being confusing. Debbie stated that she will get clarity on the fees.

Chad Truxall motioned to make an amendment to Richard England's motion to approve the number based on Debbie Meihls getting clarity on the Ignite fees. Tom Clapsaddle seconded the motion. Betsy asked if all in favor of the amendment. *All members in favor.* Betsy asked if all in favor of the motion. *All members in favor.*

**Public Participation:** None.

**Board Comments:** None.

**Adjourn: Meeting Adjourned on 12:18 pm.**