



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting

Tuesday, February 23, 2021 10:00 a.m.

NSB City Hall Chambers

210 Sams Avenue

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 Present: Betsy Baker, Donna Ruby, Tom Clapsaddle, Jamie Dudley, Lilli Sheller, Chad Truxall

Members Absent: Jim Rushing

Staff Present: Debbie Meihls, Elizabeth Gifford, Heather Wallace - Volusia County Attorney.

Public Participation: None.

Approval of Minutes: Donna Ruby made a motion to approve the December 15, 2020 board minutes. Jamie Dudley seconded the motion. *All members in favor.*

Daytona Beach International Airport: Karen Feaster and Joanne Magley

Karen Feaster and Joanne Magley from the Daytona Beach International Airport presented their "Ready to Fly" initiative that was implemented for the safety of travelers and their employees. Joanne also said the airport's \$14 million renovation is now complete. The renovation includes an interior and exterior renovation.

Joanne also alerted the board that airport has applied for a grant through the Small Community Air Service Development Program. She noted community support and airline support are very important deciding factors for the recipients. Chad Truxall asked Joanne if the SVAA's support would be as effective if the SVAA was to send a Letter of Support without a monetary pledge. Joanne stated that they are seeking a financial commitment and that the deadline to apply for the grant is March 1, 2021. Debbie Meihls stated that the airport had requested a commitment in the amount of \$15,000. However, due to the pandemic Debbie stated she proposes a onetime payout of \$10,000 contingent on new direct lifts from Washington D.C. and Chicago. Debbie noted this money could only be used for marketing support.

Jamie Dudley made the motion to approve the financial commitment of \$10,000 to the Daytona Beach International Airport. Chad Truxall seconded the motion. *All members in favor.*

Chair Report: Betsy Baker

Betsy announced that the next board meeting is scheduled for April 20, 2021. Betsy also noted that there will be a vacant seat on the board that will be filled by the next board meeting, as Jim Rushing did not reapply for the SVAA board. Betsy also noted that at the April 20th board meeting the board will vote on board member roles.



Treasurers Report: Donna Ruby

Donna Ruby stated that October 2020 through January 2021 financials are in line for budget. Donna recommended that the October 2020 through January 2021 financials be filed for audit.

SVAA Policy & Procedures:

Donna Ruby shared with the board that the SVAA Policy and Procedures have been updated to incorporate county approved guidelines, formatting and DMAP standards. Debbie Meihls further explained that the updates include:

- Updated content
- Grammar and punctuation edits
- Exhibits A – F
- Staff titles
- Mission statement

Tom Clapsaddle asked if the Policy and Procedures will be inline WVAA and HAAA. Debbie responded that the authorities will have the same policy and procedures. Lilli Sheller asked if staff title changes were done for HAAA and WVAA. Debbie Meihls stated that they do have the ability to change the titles that follow DMAP protocol as it has been approved by Volusia County Administration. Debbie also stated that the Policy and Procedures have been reviewed by Assistant County Administration and County Legal.

Tom Clapsaddle made a motion to approve the SVAA Policy and Procedures. Donna Ruby seconded the motion. *All members in favor.*

SVAA Bylaws:

Debbie Meihls presented the Bylaws to the board and stated that the Bylaws have remained the same.

Tom Clapsaddle asked for the number of absences allowed for board members. Debbie stated two absences automatically create a vacancy.

Chad Truxall made a motion to approve the SVAA Bylaws. Jamie Dudley seconded the motion. *All members in favor.*

SVAA Employee Handbook:

Debbie Meihls shared that the employee handbook has been updated to incorporate AUE Staffing approved guidelines. The updates include an updated virus clause and a remote work policy.

Jamie Dudley made the motion to approve the SVAA Employee Handbook. Donna Ruby seconded the motion. *All members in favor.*



Photography and Video Shoot:

Roberto Schaps of Relebrand expressed the importance of new videos and photography to compete with other destinations. Roberto stated that new hero images are needed for future brand campaigns and promotions. Roberto said he has secured the photographer, from the previous shoot for \$45,000 with a 10% or preferably 20% contingency fee. Roberto also presented videography shoot proposal for \$45,000 with a 10% contingency fee, as well as an additional 10% verbal contingency request due to the pandemic.

Debbie Meihls explained that the contingency fee will only be used if needed and will require pre-approval from her. Tom Clapsaddle asked if a 10% pandemic contingency fee is really needed. Lilli Hawtree said that there is already a 10% contingency fee in the presented quotes, and she does not see the need for an additional 10% contingency fee, given that COVID-19 cases are declining.

Chad Truxall made the motion to approve the Photography Shoot for \$45,000 plus the 10% contingency. Jamie Dudley seconded the motion. *All members in favor.*

Chad Truxall first made the motion to approve the Video Shoot for \$45,000 plus 20% contingency. Chad then amended the motion to approve the Video Shoot for \$45,000 plus 10% contingency. Jamie Dudley seconded the motion. *All members in favor.*

Research Data Services:

Anne Wittine presented the September 2020 – December 2020 visitor profile metrics and the travel pulse sentiments for Covid-19. Anne shared that YOY occupancy has declined 6.3%. However, ADR remains strong with an increase of 6.9%. Anne noted that Fall visitation for couples had declined but has increased for families with older children. Anne also commented that the booking window is extremely short for hotels whereas condos are seeing a longer booking window. Anne also stated that the Travel Sentiment Research is showing visitors having a high level of pent-up demand for travel.

2021 Marketing Campaign update and approval for February – April:

Roberto Schaps presented the marketing update for 2021. Roberto also presented the results for the February marketing campaign which included newsletters in The Local Palette, Garden & Gun and Flamingo Magazine and Travel Spike. Roberto shared that these marketing efforts resulted 3,821 website visits and 99 Visitor Guide request. Roberto also presented three Summer Promotion Concepts. Jamie Dudley stated he prefers the “Free Mondays” concept. Tom Clapsaddle agreed and noted he also liked a previous idea which included gas cards for bookings. Debbie noted that these concepts will be sent out in a survey for stakeholders’ input. Roberto also shared the tagline Relebrand created for the National Travel and Tourism Week.

ITI Digital

Franci Edgerly presented website analytics and the Virtual Visitor Center. Franci stated that website traffic continues to increase. She shared that organic traffic sources for January 2021 through February 2021 had combined increase of 281% compared to October 2020 through December 2020. She also mentioned that website engagement has increased.



Franci also presented the recently launched Virtual Visitor Center. She commented that the VVC allows visitors the access to same travel tools and brochures that would receive if they visited the Visitor Center in person.

Pineapple PR

Deborah Stone and Angela Wither with Pineapple PR provided an update on Public Relations efforts. Deborah stated that they have completed the Annual Public Relations Plan that includes content marketing initiatives, blogs, and virtual desksides. Angela shared that the February virtual desksides included writers from The Local Palate, Forbes, and Flamingo Magazine.

CEO Report: Debbie Meihls

Debbie Meihls alerted the board that the senate will begin session March 2nd, and that there are several bills that impact tourism. Debbie stated the first bill is remove Visit Florida's sunset date that is currently set to expire in 2023. Debbie shared that there are also two bills that would change the current laws relating to vacation rentals adopted after 2011. Debbie noted if these bills pass vacation rentals would be required to display their DBPR license, Tax License, TDT, as well as their booking platform property addresses. Debbie said she will reach the senators and representatives this week for their support.

Old Business/Public Comment: None.

Board Comments: None.

Adjourn: Meeting adjourned at 12:32 p.m.



February 23, 2021
BOARD MEETING AGENDA
210 Sams Avenue, NSB, FL 32168

- 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 December 15, 2020 board meeting.
- III. **Daytona Beach Intl Airport** – Karen Feaster/Joanne Magley – update on renovations, upcoming services and community support letter. Discussion on community support of \$10,000.
- IV. **Chair Report** – Betsy Baker – April 20, 2021 Next meeting.
- V. **Treasurers Report** – Donna Ruby will discuss and present the October, November December, and January, financials for approval for audit.
- VI. Review and Approval of the updated **SVAA Policy & Procedures** – updated to incorporate county approved guidelines, formatting, DMAP standards.
- VII. Review and Approval of the updated **SVAA Bylaws** – updated to incorporate county approved guidelines, formatting, DMAP standards.
- VIII. Review and Approval of the updated **SVAA Employee Handbook** – updated to incorporate AUE Staffing approved guidelines – Virus and Remote work policies added.
- IX. Review and Approval of **Photography shoot for \$50,000.** – Relebrand has secured the same photographer to get signature images of the area for future brand campaigns and promotions.
- X. Review and Approval of **Videography shoot for \$50,000.** – Relebrand/NSBVB has secured video shoot to enhance our brand campaigns and promotional efforts.
- XI. **Research Data Services** – Anne Wittine will present the quarterly visitor demographics and travel pulse sentiments for Covid-19.

- XII. Review and Approval **2021 Marketing Campaign Feb -April** - Roberto Schaps – Relebrand-Marketing update.
- XIII. Franci Edgerly – **ITI Digital update** on website and social.
- XIV. Deborah Stone and Angela Wither –**Pineapple PR** - Update on Public Relations
- XV. CEO Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- XVI. Old Business:

- XVII. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XVIII. Board Comments:

- XIX. Adjourn

Next Meetings:

2020/2021 Fiscal Year Meetings:

- ~~• October 27, 2020 – Research~~
- ~~• December 15, 2020 – Audit Results~~

- February 23, 2021 – Research & Advertising

- April 20, 2021 – Budget and Marketing Plan

- September 28, 2021 – SVAA Board Meeting Workshop