



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
February 20, 2018 – 10:00 a.m.

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

- II. Research Data Presentation: Walter Klages
- III. Approval of Minutes: December 19, 2017
- IV. Chair Report
 - o Special Event Grants- Pending legislature and how will affect events.
- V. Treasurer's Report: Approval Financial Statements for December 2017 & January 2018
- VI. Discussion and Approval of Credit Card Acceptance for Gift Shop, Events, CVB Driven Events, Co-ops, Tradeshow
- VII. Executive Director Report: Debbie Meihls
- VIII. Old Business/Public Comment:

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

- IX. Adjourn

Next board meeting March 20, 2018



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

NSB City Hall, Minutes of Regular Board Meeting
Tuesday, February 20, 2018

Members Present: Betsy Baker, Mike Arman (by phone), Donna Ruby, Chad Truxall, Tom Clapsaddle, and Jamie Dudley

Members Absent: Erik Lumbert

Betsy Baker, Chair, called the meeting to order at 10:00 a.m.

Debbie Meihls called roll.

RESEARCH DATA PRESENTATION: WALTER KLAGES

- Walter Klages gave a presentation on the latest visitation patterns and visitor profile report.
- Occupancy for calendar year 2017 was 71.3%, ADR 136.88, RevPAR \$98.61
- Estimated number of visitors attracted for calendar year 2017 was 359,800, estimated room night 613,800, estimated direct expenditures \$234,265,200, estimated total economic impact \$363,552,700.
- The estimated day trippers are half a million.
- Regarding party composition winter is a couple's market, summer is family's market, fall is a couple's market as well.
- Airports Deplane Orlando is predominant, secondary is Daytona International and then Sanford airports.
- Purpose of trip is predominant for vacation, then getaways - specially weekends, visiting with friend and relatives, to visit Daytona Beach events and attractions and to visit Orlando attractions.
- What drives the people to the destination is internet, previous visits, maps/GPS, recommendations and mobile app.
- Demographics reflect the structure of people that the destination is attracting winter and fall is older people, summer is a little younger.
- Median household income is \$100,000
- The expenditure is \$1,009 per person for overnight stay.
- Walter Klages forecasts 2.8% to 3.4 % growth in the overall visitation for 2018. The year 2019 model predicts a downturn going through an election year due to the political environment that

is happening, so there will be some softening around the last quarter of the year and possibly including part of the second to last quarter to include some softening for that period.

APPROVAL OF MINUTES DECEMBER 19, 2017

Tom Clapsaddle made a motion to approve the minutes from December 19, 2017, Donna Ruby seconded, all members in favor.

CHAIR REPORT: BETSY BAKER

Betsy Baker asked about the status of the applications for special event grants.

Debbie Meihls informed that they haven't received any applications yet, but she was sure that they will be receiving them the last week of February. They have a notice on the website that anybody that applies to the special events grants will have to post their financial information to SVAA website, County website and legislature website in Tallahassee. HB3 is expected finish in March 9th and calls for transparency, so anybody that gets and uses bed tax will be held to those standards. Anything that they want to keep private from other competitors will be required to be posted and fully disclosed.

Betsy Baker asked Debbie Meihls to give an update on the other legislature pending.

Debbie Meihls expressed that there are a few bills out there. HB3 is expected to pass. There has been some modification of the language. The biggest thing as a DMO will have to post the budgets and documentation 45 days after the end of the fiscal year. Another requirement on this bill is that the board meetings will have to be videotaped. Currently the protocol is to audio record the meetings and take minutes. Any agreement over \$250,000 will required County Council approval first, and post on the website for 14 days. She has heard from media companies that their company protocol does not allow that, so she is not sure how that is going to be worked out. All contracts over \$5,000 will have to be posted on the website.

Senate Bill 685 and House Bill 585 are the two joining bills for expansion of use of bed tax. That is the most alarming one because it has provision for use on septic, sanitation, transportation, the word channel, estuary and lagoon, and they know there are a lot of issues with the Indian River Lagoon. There are some competing bills out there that will open to DMO's that receive \$10 million or more and the Senate wants to open it for \$20 million or more. Depending on how they balance that out, it will keep the DMO or remove it from the table. The three Ad Authorities combined collect around \$13 million. There are \$460 million that the state has found, so it looks like they are going to fund Visit Florida and will keep its current \$76 million funding.

There is a plethora of bills regarding the short-term vacation rentals. The one that is picking up is the one by Senator Steube, the state will govern how vacation rentals are licensed and govern in each city. It takes away the home rule. They will know the outcome by March 9th.

Debbie Meihls said that they are doing an audit on website and removing the properties that are not adhering to the licenses from city and DBPR.

Airbnb suggest doing the right thing but they don't enforce it. They don't have a county agreement they are not submitting the taxes.

TREASURER'S REPORT: FINANCIAL STATEMENTS: APPROVAL FINANCIAL STATEMENTS FOR DECEMBER 2017 & JANUARY 2018

Donna Ruby presented the financial information. Income and expenses were as expected, nothing out of the ordinary. Chad Truxall made a motion to approve the financial statements for December 2017 and January 2018, Tom Clapsaddle seconded. All members in favor.

DISCUSSION AND APPROVAL OF CREDIT CARD ACCEPTANCE FOR GIFT SHOP, EVENTS, CVB DRIVEN EVENTS, CO-OPS, TRADESHOWS

Debbie Meihls expresses that they are in the process of seeing which method is the best to accept credit cards. They are checking with TD bank and Square. It would make it easier for partners if they can accept credit cards for activities such as national tourism lunch, co-ops, gift shop and any other events.

Betsy Baker said it is a great idea.

Donna Ruby made the motion to move forward with credit card acceptance for events and sales, Jamie Dudley seconded. All member in favor.

EXECUTIVE DIRECTOR'S REPORT: DEBBIE MEIHLS

Debbie Meihls gave her report.

- Tax receipts 13% for 2017-18.
- Social media doing really well. Top performers are Facebook, Twitter and Instagram.
- UK Sales Mission: Busy week 3/10-3/17/2018. Mackenzie Smith -local celebrity chef & Robin Grazioso from SpringHill Suites will be attending.
- Working on 3-year plan and budget for next year. Information from Walter Klages is very helpful.
- Working with different media channels and doing more of the impact reporting so they can see more data. With Adara can put pixels in difference media and check on behavioral targeting.
- National tourism week luncheon is a sustainable theme at the Brannon center on Thursday, May 10th. They already have a few reservations.
- Debbie is part of the Chamber environmental committee the great people that are on it and trying to help the area.

- IPW is a trade show they are attending. She is thinking on alternating shows between Florida Huddle and IPW.
- She suggests not to offer weekend hours to visitors they have minimum traffic on weekends.
- Film activity has been Interesting. They had during November Bargain Beach Hunters filming on the area and Ron Jon Surf shop during December.
- Next week a Spanish film crew coming to the area to do a documentary about the Menorcan history of the area.
- They are trying to secure American Pickers, haven't hear anything yet.
- They had a person contacting the office, he wants to do a kid show for Amazon, Netflix, Google, it is still in pilot mode.
- Regarding public relations, Gentry is going out and making appointments with the industry letting them know how important is the in-kind donations and complimentary stays.

PUBLIC RELATIONS REPORT: GENTRY BAUMLINE-ROBISON

Gentry gave an update on public relations:

- They had two writers from the UK, Lonely Planet Traveler with 42,000 circulations. It targets high income households and travelers. The other writer published on The People, daily paper from UK and Ireland, which has around 220,100 circulations.
- They filmed the Falcon Heavy launch. Live video is the trend, is a better way to be seen. They had 69,000 views of the video. It was a decent pitch. The live video from Visit Florida and 114,000 people reached, they 26,000 views.
- Gentry is going out to market to meet and gain more media and content.
- Gentry explained that friends have become more important that businesses and pages you like.
- Debbie Meihls expressed that Facebooks lives will probably be monetized in the near future.

OLD BUSINESS

Donna Ruby informed that the mobile app is still not working for Android.

Tom Clapsaddle asked how was the UK trip and IPW publicized for hotel participants. Debbie Meihls said that it was included in the ad-fair book last year, and it had a deadline of June 30th. The deadline was extended and was included in the newsletters as well. Tom suggested that if a hotel participates in one of the shows, it shouldn't participate on the next one; it should be rotated so others can participate because it doesn't appear to be fair. It should be open to another hotel participants.

Betsy Baker said that the hotel has pay to participate and if they don't comply with the deadline or want to participate is open to who wants to participate. Tom Clapsaddle said that that was not what he has been told.

Debbie said there was another hotel that wanted to go, but reached out very late. The space was already bought. The same property reached out again thinking since one of the persons at that property was no longer there the space had open, but that person had never signed up to go to the show. They were offered to be put on a waiting list in case someone cancelled at the last minute. These events are included in the ad-fair book, and they give notice a year in advance so they have plenty of time. They are willing to work with the participants as much as they can, and the Authority is not the one that sets the deadlines for these types of shows.

PUBLIC PARTICIPATION

None.

ADJOURN

Meeting adjourned at 11:03 am.