



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
April 17, 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. Turkel Brands Presentation: Roberto Schaps
- III. Approval of Minutes: February 20, 2018 and March 20, 2018
- IV. Chair Report
 - 2018 Nomination and Election of Board Officers
- V. Treasurer's Report: Approval Financial Statements for February & March 2018
- VI. Executive Director Report: Debbie Meihls
 - A. Marketing/Budget Presentation
 - B. Discussion and Approval of Budget and Marketing Plan

- VII. Old Business/Public Comment:

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

- VIII. Adjourn

Next board meeting June 19, 2018



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

NSB City Hall, Minutes of The Board Meeting

Tuesday, April 17, 2018

Members Present: Betsy Baker, Mike Arman, Donna Ruby, Tom Clapsaddle, Chad Truxall, Jamie Dudley

Members Absent: One absent seat

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

Debbie Meihls called roll.

Roberto Schaps, CEO Turkel Brands

Robert presented the marketing campaign for the summer 2018 creative. Using Coastal Living, Southern Living and other digital elements per the media schedule.

Fall Creative uses our existing photo shoot and will appear in Travel & Leisure, Southern Living and Adara digital. Other items will be added as the year moves forward.

Focus of campaign is to drive visitation and bookings. Objective to promote the summer and overnight stays. We must wonder how late summer will be during mid-hurricane season. Tag line is "Stay here, Play Anywhere" Flip the concept of staying here and using us as a focus of the vacation, just drive within 1-2 hours and get all the parks and attractions. Pick your summer fun, Our parks and their parks.

Roberto presented the summer print/digital campaign; Shoot to win photo contest, and our PSA for Value of Tourism campaigns.

Board was concerned with the use of "Orlando" and "Disney" in the ad creative. Due to timing of the board meetings, it was suggested by Debbie to go ahead and provide the word that would work and have Turkel Brands change the creative and show us later in the meeting. Once the word is approved, all okay to proceed, if creative can be changed quickly, it will be otherwise, all is noted moving forward.

The board approved the Summer Creative

The board approved the "Shoot to Win"

The board approved the Fall Creative

A Motion was made by: Chad Truxall – approve summer and fall campaign along with Shoot contest.
Removing the word “Orlando” and substitute with Parks.
Seconded by: Michael Arman

Approval of the Minutes

The February 20, 2018 regular meeting was approved by the board
The March 20th, 2018, special meeting for special event grants was approved by the board

A Motion was made by: Donna Ruby made a motion to approve both
Seconded by: Tom Clapsaddle

Chair Report

Dates of meetings to be changed to fourth Tuesday, as the County Council changed their meetings from Thursdays to Tuesdays, creating a challenge for Legal Counsel to be present.

June 26, 2018

August 28, 2018

4th Tuesday thereafter.

Motion by: Donna Ruby to move meetings as presented.

Seconded by: Tom Clapsaddle

Chairwoman Baker presented the nomination and election of Board Officers

- Chair – No new nominees and Chair Baker would like to continue and was approved
 - Motion by: Chad Truxall
 - Seconded by: Donna Ruby
- Vice Chair – No new nominees and Vice Chair Arman was elected to continue and was approved
 - Motion by: Donna Ruby
 - Seconded by: Jamie Dudley
- Treasurer – No new nominees and Treasurer Ruby was elected to continue and was approved.
 - Motion by: Chad Truxall
 - Seconded by: Michael Arman

Treasurers Report

Donna Ruby presented the financial statements for February and March 2018. She noted there were no unusual transaction, expenses are per the marketing plan and we are half way through the year, collections are on target. Books are in order with Belotes.

Board approved financials for audit.

Motion by: Michael Arman

Seconded by: Jamie Dudley

Executive Directors Report

Debbie Meihls presented the 2018 – 2019 marketing plan and the overview three-year 2018-2021 marketing plan. A lot of attention was given to tradeshow, leisure events and advertising, public relations. Three-year plan will provide a road to follow and get us to our goals on target.

Referenced the Meetings market, Sports Marketing, UK Market with 8 catalogs and product online, German with 5 catalogs and product online. Surfing is in the Olympics in 2020, Trails and Diving and Eco-Nature all a focus.

Focus of the new fiscal year is to start using upscale media such as Travel & Leisure Magazine and their digital components. Southern Living will be used to reach the decision-maker and showcase the unique offerings that the area offers. All decks and back up are on the portal.

The visitor guides will be editorialized and printed by the Foundry, a division of Meredith Publishing Corporation (Formerly of Time Inc.). The Visitor Guide will be delivered December 2018 in time for Florida Huddle that is being hosted in Daytona Beach next year. Also, Journalist Fams and sales missions will have the ability to use the new guide. T&L will editorialize, shoot photography and publish the guide – 56,000 copies and 76 pages. This gives us space to sell advertising to local partners. This is a two-year guide and will be using FSC paper that is sustainable.

Destination International, a global association - offers an assessment – Destination NEXT – this futuristic assessment will allow the DMO to garner input from stakeholders, cities, and chambers and others to provide insight on the present, future and how the DMO is relevant currently and in the future. Approximately 200 DMO's have completed this, with Sarasota, and West Palm Beach being the latest in Florida.

Blue Community and One Planet Living are developing a blockchain software for members to use and log information in for aggregation and statistics for the rest of the world to follow sustainable habits. We currently have a hotel, attraction and restaurant that are taking the survey and starting this process.

This helps all our stakeholders in their comprehensive plans, marketing plans and future to protect our product.

Focus will continue to drive media pitches, get "Earned" media vs. "Paid" media to help grow the budget.

Administrative costs remain flat for next year although postage has gone up due to the heavy requests we have had for our visitor guide from shows, etc. This is a good thing as conversion rates of up to every 5-10 books convert to one definite booking.

Personnel- is relatively the same, Courtnee Brokaw has taken over the post from Gentry Robinson. Debbie Meihls presented the three-year plan to the board. They have read the plan and agreed the time to go through the thirty something pages was not necessary.

Debbie agreed and mentioned that approval of the 2018-2019 Marketing and three-year strategic plan would be approved and a guide and each year in April we will present new items and what may have changed.

A motion is needed for the 2018-2019 Marketing Plan

A motion is needed for the Three Year Strategic Plan.

Motion was made by: Chad Truxall

Seconded by: Tom Clapsaddle

OLD BUSINESS

None.

PUBLIC PARTICIPATION

None.

ADJOURN

Meeting adjourned at 12:00 PM.