



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
December 19, 2017 – 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. James Moore CPA Audit Presentation: Zach Chalifour
- III. ITI Presentation: Franci Edgerly
- IV. Approval of Minutes: August 15, 2017
- V. Chair Report
- VI. Treasurer's Report: Financials Statements: Approval of Audit Results and Financial Statements for September-November 2017
- VII. Public Relations Report: Gentry Baumline-Robinson
- VIII. Executive Director Report: Debbie Meihls
- IX. Old Business/Public Comment:

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

- X. Adjourn

Next board meeting February 20, 2018



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

NSB City Hall, Minutes of Regular Board Meeting
Tuesday, December 19, 2017

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

Members Absent: Erik Lumbert

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

Debbie Meihls called roll.

JAMES MOORE CPA AUDIT PRESENTATION: ZACH CHALIFOUR

Zach Chalifour presented the year end audit for fiscal year 2017. There were no audit adjustments, no significant or material changes. He thanked Debbie Meihls and Vivian Swartz for the smooth transition and facilitating all the documents they required. The tax revenues were \$1.9 million for the year, a 5.1% increase from prior year, less than \$25k than budgeted due to hurricanes. Fund balance \$319,154 equivalent to 16.5% of the FY 2017 revenues. Zach Chalifour made a comparison with the other 2 Advertising Authorities and indicated that West Volusia Keeps 51% as fund balance and HAAA keeps 17%. He recommended to adopt a policy with the amount the board would like to consider for a target level.

Chad Truxall had a question regarding the fund balance asking if the \$319,000 was what the Authority keeps in hand. Debbie Meihls explained that this balance is kept for emergencies. Her goal is to increase that amount.

Donna Ruby made a motion to approve the audit results, Mike Arman seconded. All members in favor.

ITI PRESENTATION: FRANCI EDGERLY

Franci Edgerly gave an update of the projects for 2017-18.

Mobile App

- They completed the third round of revisions for the mobile app. They are just waiting to be approved.
- Event listing is automated using Facebook Events.

- Database is automated, connecting to website
- The most important update is the beach access information so visitors will get real time information on parking and access of the beach.
- They have included parks and trails new listing page.

Website

- Created new page with articles to display stories for New Smyrna Beach Area
- They added the sports eBook to sports page.
- Developed editorial calendar for 2018.
- They have created geo-targeting campaigns that will be published as soon as editorial calendar is approved.

Social Media

- Facebook followers has shown a 136.2% growth. Fiscal year 2016 had 5,532 new followers and fiscal year 2017 13,069 new followers.
- They are managing social media. Great addition was added with Trip Advisor Management, they can reply to reviews/comments on weekly basis.

Destination Ambassador

- Will be launched in January 2018
- Participants will have the opportunity to learn about the area.

Sweepstake campaign

- Franci Edgerly indicated that a sweepstake campaign is a great addition and they work well as long as the audience is interested in the destination. New Smyrna Beach Area has a lot of followers.

APPROVAL OF MINUTES OCTOBER 17 & 18, 2017

Donna made a motion to approve the minutes from October 17 & 18, 2017, Tom Clapsaddle seconded, all members in favor.

CHAIR REPORT: BETSY BAKER

Betsy Baker was very pleased that the audit was performed without any issues. She praised Debbie Meihls and staff for the good work.

Betsy Baker asked the board members if they had any comments on the changes that were made according to what they have requested during the workshop in October. There were no suggestions or further recommendations. Mike Arman made a motion to approve the changes to the special event grant application, Chad Truxall seconded. All members in favor.

TREASURER'S REPORT: FINANCIAL STATEMENTS: APPROVAL OF AUDIT RESULTS AND FIANANCIAL STATEMENTS SEPTEMBER-NOVEMBER 2017

Donna Ruby presented the financial information. Income and expenses were as expected, nothing out of the ordinary. Tom Clapsaddle made a motion to approve the financial statements per the adjustments during the audit, Mike Arman seconded. All members in favor.

PUBLIC RELATIONS REPORT: GENTRY BAUMLINE-ROBINSON

Gentry Baumline-Robinson presented to the board her public relations report. NSB Area hosted 4 travel writers from the UK. They had a 3-day packed itinerary that included biking on the beach, standup paddleboard, a tour boat with MDC, The Hub on Canal Street, the history museum. The stayed at the Inn on the Avenue. They had the opportunity to see the Christmas parade. They dine at a lot of great restaurants. This Fam allowed the Bureau to make new connections. These travel writers represented Lonely Planet Traveler with 42k circulation, The Sun with 1.5 m circulation, Sunday People with 214K circulation, and Woman/ Woman's Own with 183K circulation.

Chad Truxall asked a question regarding engagement. Gentry explained that she is working with ITI very closely with the social media content and responses. They are also keeping in touch with a lot of local influencers.

EXECUTIVE DIRECTOR'S REPORT: DEBBIE MEIHLS

Debbie Meihls gave her report:

- Tax collections for the month of October were \$93,198.15
- All social media channels are doing well. Facebook has over 56,000 followers.
- The Bureau has adopted a section of the beach for cleanup. They are scheduling the next beach cleanup during January. She encouraged all the members present to participate with the staff in this program.
- She has been meeting with house representatives.
- HB3 has been filed by the speaker of the house, this bill goes after all economic development and tourism development offices to adhere to the same policy and procedures as Visit Florida. A copy has been uploaded to the board site.
- Senate bill 685 has been filed by Senator Fine and extends the use of the Tourism Development Tax to include: Sanitation, Transportation, Water, Drainage and sewer. An amendment was files to include the words "Estuary" and "Lagoon". Brevard County has had their tax dollars used this current fiscal year for updating county parks and beaches and the IRL in some portion. There is rumor of a companion bill in the senate to match the Visit Florida requirements for all DMO's and Economic Development offices.
- There is rumor of another senate bill coming out to expand usage of the TDT taxes.

- It will be very important to contact our local House of Representatives and State Senators to get their support. Last year Senator Jack Latvala of Clearwater saved Visit Florida, this year he is running for Governor, along with 4 others. House Speaker Corcoran is rumored to be getting ready for his run at governorship.
- The office is working on a big initiative DBPR list. The goal is to promote the properties that meet all the requirements with lodging license and city license on the website. They want to avoid promoting any properties that are violating a local law and that everybody has a fair treatment.
- Airbnb is here to stay and they are working with Giff Chumley with any updates in this matter. 1,111 homes that are being rented through Airbnb. The goal is to clean everything and help the City with the compliance.
- SpringHill Suites-Marriot will go to Florida Huddle with the staff, no other properties have signed up.

Mike Armand recommended to make a campaign to promote why is important to be registered.

Donna requested to have a handout at the toll booth of the mobile app. so visitors can download it and be informed of what is going on in the area.

Chad Truxall encourage to support House Bill 339, this bill focuses in the Indian River Lagoon and support this effort.

OLD BUSINESS

None.

PUBLIC PARTICIPATION

Lisa Martin, a resident of New Smyrna beach presented to the board. She said she is part of the committee of code enforcement dealing with short rentals. She expressed her concern regarding realtors in the area promoting to rent their houses on Airbnb to pay their mortgages. She also stated that only sections R1 and R2 are allowed to be rented. Short term rentals are not allowed to rent for less than 30 days. People seem to be confused on all these rules. She also expressed concern about everything going digital.

Mike Arman commented on this. He can see why a realtor would be doing this after no homes are being sold for 6 months.

ADJOURN

Meeting adjourned at 11: 12 PM.