



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
April 18, 2017 – 8:30 a.m.

REGULAR BOARD MEETING AGENDA

- I. Call to Order: Betsy Baker, Chairwoman
Roll Call: Debbie Meihls
- II. Approval of Minutes: January and February 2017
- III. Chair Report: Betsy Baker
 - o 2017 Nomination and Election of Board Officers
 - o Monthly Meeting Dates: October, December 2017, February, April, June, August 2018
 - o Special Event Grants Application February 1-28, 2018
 - o Special Event Approval Board Meeting March 2018
- IV. Treasurer's Report: Financials Statements: January, February, and March 2017
- V. Discussion and Approval to File for Fictitious Name on Sunbiz: New Smyrna Beach Area CVB
- VI. Discussion and Approval IT Services RSQ: Vann Data, James Moore
- VII. Executive Director Report: Debbie Meihls
 - o Marketing/Budget Presentation/Turkel Brands
 - o Discussion and Approval of Budget and Marketing Plan
 - o Discussion and Approval of Logo
- 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

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

City Hall Chamber, Minutes of Regular Board Meeting
Tuesday April 18, 2017

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

Members Absent:

None

Betsy Baker, Chairwoman, called the meeting to order at 8:30 a.m.

Debbie Meihls did the roll call.

APPROVAL OF MINUTES: JANUARY AND FEBRUARY 2017

Approval of January and February 2017 board minutes.

Donna Ruby made the motion to approve the minutes, Tom Clapsaddle seconded.

Minutes approved unanimously.

CHAIRWOMAN REPORT: BETSY BAKER

Betsy Baker indicated that it was time for the 2017-18 nomination and election of board officers. She expressed interest in running for Chair. Donna Ruby made the motion to elect Betsy Baker as Chair, Chad Truxall seconded, all members in favor.

Betsy Baker asked if any board members were interested in the Vice-Chair position. Mike Arman expressed interest in continuing to be the Vice-Chair. Donna Ruby made the motion to elect Mike Arman as Vice-Chair, Erik Lumbert seconded, all members in favor.

Betsy Baker asked if any board members were interested in running for the Treasurer position. Donna Ruby expressed interest in continuing with her duties as a Treasurer. Tom Clapsaddle made a motion to elect Donna Ruby as Treasurer, Mike Arman seconded, all board members in favor.

Betsy Baker stated that they needed to set monthly meeting dates for the rest of 2017-18. The recommended month were as followed: October 2017, December 2017, February 2018, April 2018, June 2018, and August 2018. The recommendation was to meet every other month. Per the State Statutes they are only required to meet quarterly, but some of the meeting are getting to long. Donna Ruby made motion to approve meeting dates for 2017-18 to every other month, same time and date. Chad Truxall seconded. All members in favor.

Debbie Meihls encourage all board members to save Thursday, August 24, 2017 to go to the County Council at 10:00 am for the SVAA budget presentation in Deland.

Betsy Baker indicated that the Special Event Grants application should be open from February 1-28, 2018 to give staff enough time to process applications. There will be a special event approval board meeting during March 2018. Chad made the motion to approve special event grant application during February 1-28, 2018 and conduct a special board meeting during the month of March 2018. Donna Ruby seconded, all members in favor.

Betsy Baker brought the Trolley project funding topic to the attention of the board. She stated that the City has tabled everything related to this subject. They are looking to see who is bringing funding.

Debbie Meihls stated that for the City to apply for the FDOT grant, they need to know who are going to be their partners and how much are they going to be contributing towards the project.

Betsy Baker said that the funding will not affect their budget until fiscal year 2018-19. Betsy Baker recommended to set aside \$100,000 and help this project.

Tom Clapsaddle said they should consider \$10,000 for marketing to get the project going and only once. He didn't think that as an Advertising Authority they should be paying for or be part of subsidizing the project. They should be paying only for marketing.

Mike Arman thought they should be a little more generous, but they shouldn't be buying the vehicle, but help support and market the area.

Erik Lumbert agreed with Tom's idea to help market the project, but he thinks that \$10,000 will not go very far.

Chad Truxall thought that is a unique request or potential partnership, but he thinks that is not their role; he would like to have more information before they decide. Chad Truxall agrees with Erik and Mike that \$10,000 is not going to be enough if they want to promote this project. He said they were going to vote for special events that get more money than that.

Tom Clapsaddle also stated that the Special Events bring business to the area, but the trolley is an added attraction.

Donna Ruby has questioned if they are even legally allowed to fund the trolley. She thinks they are a marketing arm and would have to place more than \$10,000.

Betsy Baker asked if they could just market the project.

Debbie Meihls said it was important to answer this question because it is going to be back at them for discussion. She had a conversation with Council Woman Deb Denys and she is a strong proponent of the project and she is encouraging them to hold a workshop. She thinks it is the new landscape for DMOs because they do bring the visitors, so they do need to have a little bit of a hand on that. Erik Lumbert thinks that the next step is the workshop. Debbie Meihls stated that they will probably be scheduling one in the next few weeks. They will be inviting Flagler Business Association, Canal Street Association, 3rd Avenue, and some private individuals such as Mr. Roe, Mr. McHenry.

Jamie Dudley thought that \$10,000 is not enough, he thinks something in the range of \$25,000-\$50,000 would be preferred.

Debbie Meihls stated that the budget for the trolley was presented during the special board meeting in February. The county has mentioned that they will help with putting some of the bus stops. She also stated that is important to be a leader in this community and they should be, because of the economic impact they bring in and is important to look at this and step up and be a leader. She originally thought \$100,000 for marketing, but the board must make the decision and feel comfortable with that. They could set parameters and it could be dependent on many things, for a certain time frame, but at least it shows that they have taken a step forward and if the other partners don't come forward the money doesn't get to be used. The subject was tabled until there is a workshop.

TREASURER'S REPORT: DONNA RUBY

Donna Ruby stated that SVAA is half way through its fiscal year. Everything is on budget. There was a recommendation to approve the financials for January, February and March 2017. All members in favor.

DISCUSSION AND APPROVAL TO FILE FOR FICTITIOUS NAME ON SUNBIZ: NEW SMYRNA BEACH AREA VISITORS BUREAU

Debbie Meihls explaining that this would be a dba filing. There was a previous one filed but it lapsed prior to her arrival. For the visitor and travel industry no one goes by the Advertising Authority. To be able to properly use the name New Smyrna Beach Area Visitors Bureau and coincide with the new brand. She seeks approval to file on Sunbiz. Donna Ruby made the motion to approve the filing of the fictitious name of New Smyrna Beach Area Visitor Bureau. Chad Truxall seconded, all members in favor.

DISCUSSION AND APPROVAL IT SERVICES RSQ: VANN DATA, JAMES MOORE

Debbie Meihls informed that IT Services RSQ was sent to several companies and they only received two proposal: Vann Data and James Moore IT Services. She is seeking approval to proceed with negotiations with the firm that the board would prefer. They haven't had that many issues with Vann Data, and when

they were, they have been rectified and now they are working well and would like to continue with their services. She also stated that there were some errors on the proposal; they stated that there were some services that were not included on the RSQ such as firewall and data backup. So, further negotiation is needed to keep the current fees or lessen them. Chad Truxall made the motion to negotiate with Vann Data, Mike Arman seconded. All members in favor.

EXECUTIVE DIRECTOR REPORT: DEBBIE MEIHLS

Debbie Meihls stated that she has included all the different report in the board books such as PR report, UK and German Reports, Executive Director's report and social media report. She presented the marketing plan. It includes a recap of the 2106-17 plan. It contains good ROI, marketing is doing great, they are at or above industry rates as far of clicks through and online media buy. They have a lot of added value. the marketing is bringing approximately 59 million impressions, PR bringing around 33 million impressions. They are trying to optimize everything. UK and Germany are well off to a good start.

The mission of Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitor Bureau is to promote and market Southeast Volusia County as a premier vacation experience. The vision is to position Southeast Volusia County as one of the top vacations destinations in Florida by marketing to visitors and the travel industry by promoting new and authentic experiences. The brand promise to market the destination as an authentic place to vacation while continuing to protect the destination's assets through sustainable tourism.

They will continue to develop and strengthen stakeholder relationship to succeed in achieving the organization's overall goals. Debbie Meihls tries to meet with the County Council member quarterly and with Mr. Dinneen's team every six months. She also reaches to the Chambers and Cities such Oak Hill, Port Orange, New Smyrna Beach and tries to attend as many meetings as she can. They want to promote the destination domestically and internationally. Improve booking patterns for Monday thru Thursday and inspire travelers to choose the area to vacation.

Debbie Meihls shared a report from 2016 reveling that there is 658 million of unused vacation days and indications that it represents 122 billion dollars' worth of unused vacation time. That is why it is so important promote the use of vacation time because everybody will start seeing great improvement in tourism industry. Millennials the largest generation, half of them are professionals and they are not taking vacation time. The report also included that 55% of Americans failed to use all their time off and 95% of American say taking time off is important to them even though they don't use it.

Chad Truxall was curious to know if the innovation and technology were responsible for that loss of taking vacation. Debbie Meihls said that they are very connected with technology and they feel that they cannot disconnect.

Debbie Meihls presented the new logo: pantone 3115 is the primary and should be used predominantly. Tom Clapsaddle made a motion to approve the new logo, Erik Lumbert seconded. All members in favor.

Debbie Meihls also shared that Air Berlin Fam Tour is coming in May. Visit Florida will be paying for their tickets. Visit Florida helps in the negotiation of media and they do so much for destinations.

Debbie Meihls also addressed that Airbnb is the new shared economy and the millennials are embracing that very much. Airbnb is working with 63 out of 87 cities in Florida. She reached out to the tax collectors to see if they had sign a contract with them but they said no because the verbiage was not as the legal counsel wanted it.

Giffin Chumley expressed that there is a law suit going on in Palm Beach will be heard in late summer or early fall. This will help answer some of the questions regarding Airbnb. Airbnb claims is not a dealer for the purposes of tourism development tax collections and Palm Beach is saying they are in fact a dealer and should be responsible of getting all the information and sending it in. Airbnb is currently running around with an agreement that they have signed with some of the counties. Some counties have accepted the agreements where they will turn in the tax receipts but they will not disclose the identity of the property owners. Department of Revenue has taken the position that this is the best deal they can get and it is in the best interest of the State.

Debbie Meihls also shared that there is a lot of growth in the area coming up with the new Marriott hotel opening at the end of July beginning of August. The Hyatt Place is coming in a couple of years as well as the AOB on the North Causeway, and a new property going in Edgewater.

For the first time, they are marketing outside of Florida and east of Mississippi as well as internationally; she is confident that they will start filling the Monday to Thursday patterns.

They want to promote sustainable tourism by making sure they don't advertise during peak seasons, making sure they protect their assets and cultivate a recyclable attitude. Sourcing food locally can help as well.

The staff will be attending Earth Day with NASA on Thursday.

ITI Digital website will be launched on May 10. The website is very visual and cutting age.

Current visitor is 51 years young, 58% visits as a couple. Instate visitor 35-64 years old.

Six different tour operators have been signed up with the UK market. Germany is working with two receptives.

They are working very well with Daytona Beach CVB, the booth for IPW will be right next to them. They are working together on some golf packages. The goal is to continue to grow the relationship with both Advertising Authorities.

2017-18 goals include to increase the bed tax collections by 2.5% over current fiscal year. Increase the length of stay to 5 days so it will become a vacation destination. Increase ADR and REVPAR by 5% over this fiscal year. For paid media, they want to increase the circulation of impressions over the current 59 million. Increase earned media over the 31 million marks. Increase website visits by 10%, currently they have 300,000 website visits. Newsletters is something that was started from scratch and they have around 4,400 names. Increase social media. JackRabbit generated 5,000 leads that went to hotel bookings. Increase travel writer visits from 8 to 10. Increase Fam Tours to 7. A five County initiative was signed to preserved the Indian River lagoon.

Debbie Meihls referred to the budget, there was no significant change on the amount from last fiscal year. Promotional is \$235,000. UK and German Representation at \$40,000 each. Sport Initiative \$25,000. Special Event Grant \$125,000, printing budget \$50,000, second phase of website \$53,000, Total operating budget \$2.2 million. Reserves will roll over from previous year. Hoping for a 2% increase

Mike Arman referred to the trolley item that was highlighted. Debbie Meihls stated that she had it in there just in case something would come up. She will be removing that from the budget.

Directory Ad in SATW will be renewed as well as Cision PR tool to be renewed and buy the news feed. Regarding videos and photography they would like to go out for RSQ.

Mike Arman made a motion to approve the budget and Marketing Plan removing trolley item, Tom Clapsaddle seconded, all members in favor.

OLD BUSINESS

Betsy Baker mentioned about the National Tourism luncheon on May 10th at the Brannon Center. Debbie Meihls asked Giffin Chumley if they could pay for the board members to attend the luncheon. Giffin Chumley said he didn't think there was a problem paying for their participation if it was part of the travel and entertainment policy they could cover it.

PUBLIC PARTICIPATION

None

ADJOURN

Meeting adjourned at 9:56 am.