



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
August 15, 2017 – 11:00 a.m.

### **REGULAR BOARD MEETING AGENDA**

- I. Call to Order: Betsy Baker, Chairwoman  
Roll Call: Debbie Meihls
- II. Research Data Presentation: Walter Klages
- III. Approval of Minutes: June 20, 2017
- IV. Chair/Vice Chair Report
  - o Executive Director's Review (please hand-in self-evaluation and Executive Director evaluation.)
- V. Treasurer's Report: Financials Statements: June and July 2017
- VI. Discussion and Approval of Agreements for FY 2017-18
  - o ADARA: \$100,000
  - o Expedia: \$50,000
  - o TripAdvisor: \$50,000
  - o ITI: \$305,000
  - o MNI: \$50,000
  - o Southern Living: \$125,000
  - o Coastal Living \$100,000
  - o OnPoint Sports Strategies \$12,000
  - o TravelSpike \$50,000
  - o Visit Florida Vacation Guide \$16,654.50
- VII. Executive Director Report: Debbie Meihls
  - o Media Schedule
  - o Budget FY 2017-18
- 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**

NSB City Hall, Minutes of Regular Board Meeting

Tuesday, August 15, 2017

**Members Present:** Mike Arman, Donna Ruby, Chad Truxall, Tom Clapsaddle, Erik Lumbert and Jamie Dudley.

**Members Absent:** Betsy Baker

Mike Arman, Vice-Chair, called the meeting to order at 11:00 a.m.

Debbie Meihls called roll.

## **WALTER KLAGES PRESENTATION – RESEARCH DATA**

Walter Klages from Research Data presented the latest visitor profile data:

Estimated Number of Visitors Winter: 2017 120,00, May-June 2017 66,500

Estimated Room Nights Winter: 2017- 242,100, May-June 2017- 133,900

Estimated Direct Expenditures: Winter 2017- \$90,282,500, May -June 2017- \$45,874,200

Estimated Total Economic Impact Winter: 2017: \$140,100,500, May-June 2017 \$71,187,600

Chad Truxall asked how the estimated direct expenditures are calculated. Walter Klages explained that there are two ways to calculate the expenditures. He explained that they know the tax rate and tax collection amount of record. They can walk back from that and it will give them the result of visitor expenditures. The other way is the survey they supply, in which they query the visitor on how long they are staying, party size, how much they think they are going to be spending while they are at the destination. They also have post visitation data from the inquiries they leave and address and contact and they take a random sample of the inquiries they follow up contacting by email, phone and they inquire whether they came or they are still coming.

Mike Arman asked if there was a way to address the issue with Airbnb. Walter Klages said yes and no. They are not reporting so they don't have the data they receive from the typical lodging facilities. They look at the inventory of Airbnb and they consider the rates and that gives them a good idea to be able to estimate. They are an important segment and they provide a service. The reporting is poor and that is the best they can do to estimate the contributions to the market.

ADR: Winter \$137.25 for May-June 2017 \$146.63

RevPAR: Winter 112.86, May-June 2017 \$105.85

Party Size Winter 2.4 people, May-June 2017 2.9 people.

Length of stay in NSB area: Winter 4.8 nights, May-June 4.6 nights.

Chad Truxall asked if the people that come to visit by boat are taken into consideration with all the marina development that is going on right now. Walter Klages stated that is part of the data base, but is very small section. He asked Debbie to remind him to present this data on the next meeting.

Walter Klages expressed that events are a major driver of tourism and have a major impact. Sports are another area that is exploding and almost all major destinations are putting significant investments in facilitating them. He encourages visiting Daytona Beach events. These events are important and impactful in bringing people to the destination, making people aware which generates the expenditures. The New Smyrna Beach Area is getting the benefit spillover effect because they are not funding the events but still get the benefit. He encourages to fund these types of events because is a way of showing what the destination has to offer and show people who they are as a destination. Debbie Meihls stated that they do fund special events and they are working on signature events that are larger events that will draw stronger.

The gain from Florida is the people that choose to stay in New Smyrna Beach represented by 37.6%. The previous number was 35% which is very significant.

People are using mobile apps and they are integral to the internet.

Satisfaction is important because a satisfied customer comes back, and he talks and recommends. Word of mouth is very important.

Demographics: 55-59 is the median age of the visitors, May-June it drops and young people are choosing the destination.

Income: \$95,000+ is the median. Mike Arman requested a breakout of the Income.

New Smyrna Beach Area has moved up in position to 10-12 from 12-14. The destination is gaining market share, tax revenue growth. Walter Klages recommended grabbing the opportunity.

Kathryn Peterson from ACA asked if they collect bed taxes from boats or boat docking. Debbie Meihls said they are supposed to be collecting them for anybody that lives or stays on the boat.

Kathryn Peterson also asked why the Daytona events were the focus. ACA has big event. Walter Klages said that is what the visitors said.

**APPROVAL OF MINUTES JUNE 20, 2017**

Donna Ruby made a motion to approve the minutes from June 20, 2017, Tom Clapsaddle seconded, all members in favor.

**CHAIR/VICE CHAIR REPORT: MIKE ARMAN**

Mike Arman requested that all board members turn in their reports that include board evaluation and Executive Director's evaluation.

**TREASURER'S REPORT: FINANCIAL STATEMENTS: JUNE AND JULY 2017**

Donna Ruby presented the financial information. She indicated that the tax collections for June 6.34%. July is up 6.88% is pleasing to report that everything is still within budget and nothing out of the ordinary to report.

**DISCUSSION AND APPROVAL OF AGREEMENTS FOR FY 2017-18: ADARA \$100,000, EXPEDIA \$50,000, TRIPADVISOR \$50,000, ITI \$305,000, MNI \$50,000, SOUTHERN LIVING \$125,000, COASTAL LIVING \$100,000; ONPOINT SPORTS \$12,000, TRAVELSPIKE \$50,000, VISIT FLORIDA VACATION GUIDE \$16,654.50**

Debbie Meihls explained that many are repeating media agreement. The agreements will be uploaded to the website so they can be reviewed at any time. Atlanta market and Greater Orlando are their top feeder markets and they are continuously focusing on them.

Adara \$100,000: Includes an impact agreement for \$25,000 and \$75,000 for media top target markets. They can track and tag almost everything. They are going to be able to get great impact and ROI.

Expedia \$50,000: they have over 13 properties that are working with them. They have Travelocity and other .coms that are very important. They are doing a lot of native advertising, so it looks as it was their content, more natural and not all advertising.

TripAdvisor \$50,000: They will do the premium destination feature as well as Arrivalist, which is a scale down version of ADARA. They can track destination arrivals.

ITI \$305,000: There is a combination of things they are offering: phase 2 of website that will be able to geographically acknowledge the visitors for example "Hey Boston" or a special message for them. It will also include updates for the app and native content. ITI is one of the top referrals back to the website. They also help with Facebook and social media management. They will be taking over TripAdvisor so they can respond and upload videos.

MNI \$50,000: is a continuation program, is a part of Time Inc network so is all premium sites. They do the latest cutting age digital banners.

Southern Living \$125,000 and Coastal Living \$100,000: The goal is to continue with the relationship because they have enthusiastic leaders and digital followers. This were they are starting to see the head of house whole income increase as they have affluent destinations and followers. They did a 5-page editorial and they had 10 confirmed bookings from that.

OnPoint sports \$12,000: With Kevin Smith, they received the metrics and great information on how to do sports marketing.

TravelSpike \$50,000: New proposal that will cover most of the year that includes premium sites and newsletter, as well as a lot of robust data.

Visit Florida Vacation Guide \$16,654.50: Full page add and 2 properties have sign up as part of the cooperative advertising.

Chad Truxall made a motion to approve all the agreements, Donna Ruby seconded. All members in favor.

### **EXECUTIVE DIRECTOR'S REPORT: DEBBIE MEIHLS**

Debbie Meihls, Executive Director gave her report.

- Tax collections were up in June.
- Danielle attended the 1<sup>st</sup> wedding show. They are working with the Brannon Center to cultivate more meetings and group business.
- They are doing more Twitter and Facebook chats with Visit Florida.
- They have been working with every travel writer that wants to visit the area.
- On the new fiscal year, Suzie will be attending 3 shows in the Villages. She is going to Teams Sports and Kevin Smith is going to be there. She is going to New York Times show that averages about 14,000 people a day. She is also going to attending the Boston Globe Show that averages about 9,000 people a day.
- Danielle handling weddings, meetings and websites.
- Megan has been scheduling Fam Trips and travel riders
- Germany is taking off so they will be the focus for the year.
- Ad Fair is going well, 5 partners have signed up and that equated about \$10,000 coming back to the budget.
- They will be attending the UK sales mission in March. There are 2 properties that are interested in attending with them.
- They are also trying to see if they can work with Mackenzie Smith a local blogger that has the Grill Cheese Social. She has amazing number of followers. She participated in the Food network and she won the competition of Guys groceries deems. Also, his boyfriend is quite a surfer and since the Brits think that they are such a great surfing coastal town, they were looking about theming for week long events going on and bring to them the feel of the area.
- They are being seen as new kid on the block in the industry

- Even though they have increased tourism, they want to do it sustainability and lessen the carbon foot print when they come to the destination.
- They have the number one video on Visit Florida; they have an amazing number of views.
- The staff is going to the Governor’s conference.
- There is training in Tampa for sustainable development. Chad and Debbie are attending.

**PUBLIC PARTICIPATION**

None.

**ADJOURN**

Meeting adjourned at 12:24 PM.