



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
February 26, 2019 – 10:00 a.m.

### **REGULAR BOARD MEETING DRAFT 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. Walter Klages – Research Data, LLC  
Mr. Klages will present the visitor data for SE Volusia Area from October 2018 – January 2019 and other visitor observations.
- III. Franci Edgerly – ITI Digital  
Mrs. Edgerly will provide an overview of updates on the Visit New Smyrna Beach website. Update will include privacy policy and ADA compliancy.
- IV. Approval of Minutes: December 18, 2018
- V. Chair Report – Betsy Baker
  - A. Please make note of the meeting dates below. No special event meeting in March.
  - B. Please be sure to send back your SVAA Board Application if you have not already.
- VI. Treasurer's Report: Donna Ruby  
Approval of the Financial Statements for December 2018 and January 2019
- VII. Executive Director Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report.

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 Meetings:**

February 26, 2019

April 23, 2019 -Topics: SVAA Nominations, Marketing Plan & Budget Approval

June 25, 2019 – Topics: Research

August 27, 2019 – Topics: Budget Recap for FY19/20

September 24, 2019 – Topics: The Year Ahead

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