



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
August 28, 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. Approval of Minutes: June 17, 2018

- III. Chair Report

- City of NSB Coastal Community Resiliency 09/18/18 – 6-8pm -Tourism Topic
- SVAA Board Retreat 09/25/18

- IV. Treasurer's Report: Approval Financial Statements for June & July 2018

- V. Giffin Chumley – Sunshine Law update 2018

- VI. Executive Director Report: Debbie Meihls
A. Report overview for July/August 2018

- 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:

September 18, 2018 – Coastal Resiliency meeting at Brannon Center 6-8pm
Board Retreat meeting September 25, 2018

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

NSB City Hall, Minutes of Board Meeting

Tuesday, August 28, 2018

Members Present: Mike Arman, Donna Ruby, Chad Truxall, Jamie Dudley, Jim Rushing and Legal Advisor - Giffin Chumley

Members Absent:

Betsy Baker, Tom Clapsaddle and Debbie Meihls

Mike Arman, Vice-Chair, called the meeting to order at 10am

There was a general roll call.

Public Participation

Katherine Peterson from ACA Mktg Mgr.- Discussed an update on the Fall Season. The Art & Wellness program is teaming up with organizations including Counsel on Aging. ACA is moving The Creative Caregiver out of the Harris House. One Beat is coming back to ACA. They are going to be doing a fundraiser at ACA on 09/22/2018 called ACA Exposed where One Beat will be teamed up with local restaurants for an interaction with food and music. The call went out for artists to let them know the deadline for entries to Images Festival of the Arts is in October. They are hoping for another great show. Katherine also discussed providing SVAA with the proper back-up for pay-out of grant money. Vice-Chair Mike Arman questioned if all back-up was provided and Katherine said yes.

Approval of Minutes June 17, 2018

Donna Ruby made a motion to approve the minutes from the June 17, 2018 meeting, Jim Rushing seconded, *all members in favor.*

Chair Report

Mike Arman & Donna Ruby expressed the importance of two dates to mark down. The first being the City of New Smyrna Beach Coastal Resiliency Meeting being held by SVAA dba The New Smyrna Beach Visitors Bureau on Tuesday September 18, 2018 from 6-8pm. The topic will be Tourism. Donna mentioned we will be talking about sustainability and expressed how important that it was for all present to be there. The second date will be the SVAA Board Member Retreat being held on 09/25/2018 at Atlantic Center for the Arts.

Treasurers Report

Donna Ruby presented the financial reports for June & July 2018. Income and expenses were as expected, nothing out of the ordinary. Chad Truxall made a motion to accept the financial statements

for June & July 2018, Jamie Dudley seconded the motion to June & July 2018. *All members in favor.*

Sunshine Law Update

Giffin Chumley, Assistant County Attorney of Volusia, presented the Sunshine Law update for 2018. Mr. Chumley present the Sunshine Law update with a PowerPoint presentation and printed versions handed out to board members.

Executive Directors Report

Mike Arman Vice Chair gave a report overview for July/August 2018.

- Tax Receipts for June 2018 \$242,587.64- 20% up over last year.
- County Budget Meeting on 08/21/18 went well. Our budget was approved by county council.
- Still working on “Clover and TD Bank for our merchant account that offers credit card processing. I am trying to waive the 3-year agreement. TD Bank did wave the 3-year agreement on Authorize.net for online and invoice payments.
- SAVE THE DATE:
 - September 18th – City of NSB CCR meeting – Focus Tourism at Brannon Center
 - September 25th – Board Retreat at ACA – 10am – 2pm.

Old Business

None to Report

Public Participation

No additional public comment

ADJOURN

Meeting adjourned at 11:10 AM.