



210 Sams Avenue City of NSB Council Chambers, NSB, FL 32169
April 20, 2021 – 10:00am -12:00pm

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 the minutes from the February 23, 2021 board meeting.
- III. Chair Report – Betsy Baker
 - A. Welcome Rebecca Simmons from Norwood's.
 - B. Selection of Chair, Vice Chair and Treasurer.
 - C. Meeting Dates for next fiscal year: October 2021 through September 2022: Oct, Dec, Feb, April, Sept.- 4th Tuesday of month, unless Dec.
- IV. Treasurers Report – Donna Ruby will discuss and present the February, March financials for filing for audit.

CONSENT AGENDA

- V. FY21/22 Budget: Debbie Meihls: Discussion and approval of the Marketing plan and Budget submitted for Fiscal Year 2021/2022. Approval \$2,200,000 * adjusted to Volusia County Budget when received.
 - A. Roberto Schaps, CEO of Relebrand will present the marketing plan for FY21/22.
 - B. Franci Edgerly, CEO of ITI will present the digital plans for FY21/22.
- VI. Mrs. Meihls will present topline items from the SVAA CEO report.
- VII. Old Business:
- VIII. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- IX. Board Comments:
- X. Adjourn

2020/2021 Fiscal Year Meetings:

~~October 27, 2020 — Research~~

~~December 15, 2020 — Audit Results~~

~~February 23, 2021 — Research & Advertising~~

~~April 20, 2021 — Budget and Marketing Plan~~

September 28, 2021 – SVAA Board Meeting Workshop