



Southeast Volusia Advertising Authority  
Hampton Inn Flagler Avenue  
New Smyrna Beach, FL 32169  
September 24, 2019 – 8:00 a.m.

### ***SPECIAL 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. Chair Report – Betsy Baker
  - A. Executive Director Review
  - B. Board Evaluations and Review

- III. Destination NEXT: Paul Ouimet & Gregg Oates Presents
  - A. Futures Study
  - B. Review of Survey
  - C. Strategic Plan

- IV. Old Business/Public Comment:

Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.

- V. Adjourn



## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

**Minutes of Special Board Meeting-  
Hampton Inn Flagler Avenue  
New Smyrna Beach, FL 32169  
Tuesday, September 24, 2019 - 8 a.m.**

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**Members Present:** Betsy Baker, Donna Ruby, Chad Truxall, Jim Rushing, Lilli Sheller, Tom Clapsaddle, Giffin Chumley, Debbie Meihls, Suzie Sopotnick

**Not Present:** Jamie Dudley (via phone)

**Meeting Called to Order:** Betsy Baker, Chair, called the meeting to order at 8:14 am.

**Roll Call:** Debbie Meihls did the roll call.

### **Public Participation**

No Public Participation at this time.

### **Chair Report- Executive Director Review**

Betsy Baker presented the board with the SVAA's Executive Director review. This annual review that is done once a year "is always a little unusual due to the fact that it is done publicly in front of Debbie," said Betsy. Based on feedback from the SVAA board on the evaluations of your performance overall everyone rated you as excellent. The one challenge or concern is turnover among the staff. While we think you have had challenges. I think every time that someone has left you have done the best that you could to replace them with a good or better person to replace someone that has left with the knowledge and skills for a position explained Betsy. Debbie says she always consults with our leasing department AUE before any final decisions are made. She has worked very hard over time to get the pay scales raised to attract seasoned tourism professionals. She believes right now we have a very good team. In the last 4 years we have increased our budget, media plan and developed strategic plans that work. Everyone knows us and a lot of vendors want to work with us. We are very transparent with all we do. We work well with the City of NSB, County Council and elected officials. Debbie has been with us for 4 years and we are glad we found you, said Betsy. Donna Ruby made a motion to give Debbie a Merit increase other than her cost of living increase for the year 2020-2021 fiscal year. The last time we gave her a pay raise other than a cost of living was 2018. I think we should consider a 2% increase in addition to the the cost of living increase that will be issued. Giff stated that a 3% cost of living was approved for this year, but you never know from year to year what will happen. Donna again made a motion to give Deb a 2% increase for the 2020-2021 budget year in addition any cost of living if any from the county. Jim Rushing seconded the motion, *all members in favor.*



There was discussion amongst the board about PTO and how much can be rolled over to the next year. The only amount that be rolled over is what you earn in one year. There is discussion about being able to roll over more vacation time. If that is something we are interested in, we can bring that back for consideration at a future meeting. This would be addressed with the policies and procedures. We will make this a topic of the board meeting.

#### **Chair Report- Board Evaluations**

Betsy addressed the evaluations of the board members and most of the evaluations were excellent and they had some satisfactory ones. One point that was made is people are not always given ample time for discussion at board meetings. Debbie mentioned that board members had asked to have meetings close to 1 hour. There needs to be time given for each topic for public board comment. Giff said the public discussion is very import because it is part of the sunshine law. If we do have items, they should be open for discussion before a motion is made for a vote. Just have the Board Chair call for a discussion and that opens the floor. Feedback has always been allowed, however, there are no buttons on the dais like at the county dais where the chair can see someone wants to make a comment. Members can raise their hand and or speak up should the dialogue move to a point where each individual is not asked. There was a suggestion to maybe make the meetings a little longer than 60 minutes. They all agree that feedback is good, and a suggestion was made when Debbie reaches out for one on one meetings that if you feel you don't need them please advise her. They are not mandatory by any means but feel it is a good time for us to get one on one to expand our conversation on a few issues.

#### **Destination NEXT: Paul Quimet & Greg Oates**

Paul explained that we will going over the Surveys that were sent out to over 400 of our partners. We only received back a little more than 56, of which 40 were complete. The job today is to help the SVAA along with the board develop a strategic plan. Paul describe the 6 key components (Vision, Mission Statement, Strategic Goals, Objective measurable performance targets, Core Values) we will need. The first three components will be addressed. We will have some brain storming work on all objectives then spend the time with the management team tomorrow and take what we have worked on here. So, this plan will be presented at the October Board meeting. We will send you a PDF and a PowerPoint presentation. Paul went on to lay out what the program does and what we as a team need to get to with each step. Also, they will do a one-page handout for us to give to our partners that will include our vision and mission. Paul suggested that twice a year you review your plan to see where you are and if you are practicing it. Greg then came up and presented Ideal Future study includes tourism trends.

#### **Old Business/Public Comment**

This is no old business at this time.

#### **Adjourn**

Meeting was adjourned at 2:38pm