



**Southeast Volusia Advertising Authority
October 27, 2020 – 10:00 AM. -12:00 PM**

Please join us for our regularly scheduled board meeting Tuesday, October 27, 2020 at 10:00 AM Eastern Time via ZOOM Conference Call:

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZwuduCgqD8tH92avy_q5jyuv67iozn00KB4

PUBLIC PARTICIPATION:

During this time of extraordinary circumstances dealing with the Declared Emergency associated with COVID-19, the SVAA/NSBVB is temporarily transitioning to online public participation comments for SVAA Board meetings consistent with the goals of the Governor's Executive Order 20-91, Essential Services and Activities during the COVID-19 Emergency.

In lieu of in-person public participation, the SVAA is providing an online public participation form prior to each SVAA Board meeting for submission to the SVAA Board members of the public that still desire to make comments.

The Public Comment form will be open until the end of the SVAA Board meeting. Comments submitted prior to 5 p.m. on Monday, will be provided to the SVAA Board before the meeting. Any comments submitted after 5 p.m. Monday, October 26, 2020, but before the conclusion of SVAA Board meeting, will be provided to SVAA Board at the end of the meeting.

Online form can be found at <https://visitnsbfl.com/svaa-information>



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. Research Data Services – Travel Pulse Sentiment Survey update, Quarterly overview made by Anne Wittine
- III. Approval of the minutes from the September 28, 2020 board meeting.
- IV. Chair Report – Betsy Baker
- V. Treasurers Report – Donna Ruby will discuss and present the September Preliminary financials for approval for audit. James Moore Co. working on Audit finish November. 4, 2020
- VI. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
 - Review goals and strategic plan for FY20/21
 - Update on County Approval of SVAA FY20/21 Budget
- 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

Next Meetings:

2020/2021 Fiscal Year Meetings:

~~October 27, 2020 — Research~~

December 15, 2020 – Audit Results

February 23, 2021 – Research & Advertising

April 27, 2021 – Budget and Marketing Plan

June 22, 2021 – Research

August 24, 2021 – Budget and Marketing Plan updates

September 28, 2021 – SVAA Board Meeting Workshop



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting

Tuesday, October 27, 2020 10:00 a.m.

Zoom Meeting

New Smyrna Beach, FL 32168

Meeting Called to Order: Betsy Baker- Chair, called the meeting to order at 10:00 am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Chad Truxall, Jim Rushing, Lilli Sheller, Tom Clapsaddle, Jamie Dudley
Staff Present: Debbie Meihls, Elizabeth Gifford, Heather Wallace - Volusia County Attorney. **Staff present:** Debbie Meihls, Elizabeth Gifford

Public Participation: Richard Hildebrand commented that Volusia County beaches are empty, and he would like to see our community promote the beaches to families and in-destination visitors. Debbie Meihls responded to Mr. Hildebrand letting him know that we do promote the beaches, and he can see some our marketing efforts later in the board presentation.

Research Data services: Anne Wittine

Anne Wittine provided a Travel Pulse Sentiment Survey update and quarterly overview. Anne shared that Pulse 19 research, from September 28, 2020 through October 11, 2020 shows that 27.5% of respondents are ready to travel in the next three months. She stated the recent decline in readiness proved alarming. However, she stated the last two weeks of October show the readiness to travel increased to 34.5%. Anne also stated that 78.9% of families feel virtual schooling allows for travel opportunities. She also shared 70% of families would consider traveling to a destination that offers educational experiences. Anne stated that an opportunity destination currently have is the need to educate potential visitors, regarding what they can expect, when visiting the destination. In conclusion, Anne said we will continue to have setbacks towards recovery. However, we will see things settle after the election. She also commented that travel is contingent on the number of COVID-19 cases.

Approval of Minutes: Chad Truxall made a motion to approve the September 28, 2020 board minutes. Jim Rushing seconded the motion. *All members in favor.*

Chair Report: Betsy Baker

Betsy informed the board that the governor announced after November 1, 2020 it is no longer necessary to have virtual meetings. Debbie stated that governor extended virtual meetings to October 31, 2020, and we will wait to see if the governor extends this order before confirming upcoming in-person board meetings. Debbie also commented that the State's Attorney office issued a notice for Quorum requirements. Heather Wallace confirmed that the requirements for excused board meeting absences are considered when due to illness and not scheduling conflicts.



Treasurers Report: Donna Ruby

Donna stated the September 2020 financials are preliminary due to the audit and year-end adjustments. She noted that final year-end numbers can be expected in December's board packets. Donna voiced that the financials are in-line with the revised budget and recommends that the financials be filed for final audit. Donna also noted that we are currently in our third and final audit for the year. Chad Truxall expressed that three audits seems a bit extreme. Donna noted the first audit was for the DMAP certification, the second audit is an internal county audit and the third audit is the annual James Moore external audit. Debbie shared that after three audits we are in very good standing.

Executive Director Report: Debbie Meihls

Debbie indicated the preliminary tax receipts for September are up 44% from September 2019. She also noted that the NSBVB is currently down only 9% for FY19.20.

Debbie also stated that she is currently updating the Policy and Procedures for review.

Debbie also shared that Destination International presented a new model for DMOs at their annual conference. This model includes engaging local residents.

Debbie informed the board that the NSBVB, SEV Chamber, SE Volusia Aerospace Marketing Initiative and the City of New Smyrna Beach placed a cooperative full-page ad in Livability an economic magazine. Debbie also shared that the City of New Smyrna Beach invited the NSBVB to present at a Small Business Forum being held at the Brannon Center on November 6, 2020.

Lastly, Debbie shared that we are scheduled to do a focus group on meeting segments with Destination Analyst and expect to receive the results in December.

Roberto Schaps announced that in January the NSBVB will be presenting various program initiatives that will benefit the resident and visitors during shoulder periods. He stated these programs could be a restaurant week or even a spa week.

Roberto also noted that the recent webinar NSBVB hosted focused on ad sales for the Destination Guide. He shared that the Destination Guide will be a printed piece with a digital component and plans to have printed in February.

Roberto stated another initiative that the team is currently developing is the Safety Program Initiative. This program will ask businesses to take a pledge stating they are following safety guidelines. In return, they will receive a Pledge to Protect Branded Seal to display at their business.

Roberto also presented preliminary research from Arrivalist and Key Data. He noted Arrivalist shows the top U.S. markets for visitation include Orlando/Daytona Beach, followed by Tampa/St. Petersburg and Atlanta. Roberto also shared Key Data research, which collects data from Vacation Rentals. He expressed the adjusted paid occupancy for SEV is pacing ahead by 15.4% for short term bookings from October through December.



Roberto also presented a topline media plan for November through March. He shared that marketing will target leisure travelers, the wedding market and meetings market.

Debbie introduced Rachel Holt with Pineapple Public Relations. Rachel shared that the Pineapple PR Team will be in destination for an immersion trip November 8-10, 2020. Rachel also noted that they have made media pitches to the Atlanta Journal Constitution and Visit Florida on behalf of the NSBVB. She also stated they are currently editing our media kit and developing a customized media list, as well as, a marketing content calendar.

Old Business/Public Comment: None.

Board Comments: No Board Discussion or comments made.

Adjourn: Meeting adjourned at 11:19 a.m.