



Southeast Volusia Advertising Authority
Board Meeting at SVAA Office
2238 State Road 44, NSB, FL 32168
December 14, 2021 – 10:00 AM -12:00 PM

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 October 26, 2021, Board Meeting
- III. **Zach Chalifour**, CPA Partner James Moore – Review of FY20/21 SVAA Audit
- IV. Discussion and Approval – To change the policy for Capital Investments, i.e., equipment or office related purchases for depreciation from current level of \$1,000 to \$5,000. This is in accordance with IRS Rules and Principles. Recommended by James Moore & Co.
- V. **Paul Ouimet**, President & CEO – NextFactor Master Plan & Strategic Plan.
Paul will present the proposal for discussion and approval for SVAA to proceed with Master and Strategic plan projects - \$125,000.
- VI. **Chair Report** – Betsy Baker
- A. Review Deborah A. Meihls – continuation from Old Business, September, and October board meetings.
- Reminder of the upcoming meetings
 - **February 22, 2022**
 - April 26, 2022
 - September 27, 2022
 - These meet the statutory quarterly requirement for board meeting.

- II. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
 - September Finals per audit
 - October Financials
 - November Financials

- III. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report. Special reports from Roberto Schaps, Relebrands and Aline Gill, ITI Digital

- IV. **Old Business:** Salary of CEO's from across Florida and the Destination International Survey of Salary & Benefits are in your packets.

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

- VI. **Board Comments:**

- VII. **Adjourn**

2021/2022 Fiscal Year Meetings:

~~October 26, 2021 – Research: Zartico, Research Data, Sunshine Law Review.~~

December 14, 2021- Audit Results & Master Plan and 3 year strategic plan approval.

February 22, 2022 – Research & Advertising updates

April 26, 2022 – Budget & Marketing Plan Approvals: Remaining FY21/22 and FY22/23

September 27, 2022 – Year End Review and Workshop for FY22/23 Mktg.

***These meet the Statutorily quarterly requirement for board meeting**