



**Southeast Volusia Advertising Authority**  
NSB City Hall Council Chambers  
100 SAMS AVE, NSB, FL 32169

**December 15, 2020 – 10:00 AM. -12:00 PM**

Please join us for our regularly scheduled board meeting Tuesday, December 15, 2020 at 10:00 AM Eastern Time. This is an “IN-PERSON” meeting at the City of NSB Chambers at 100 Sams Avenue, NSB, FL 32168

Register in advance for this meeting: ONLY if you cannot attend and have notified Executive Director.

<https://us02web.zoom.us/meeting/register/tZwvc-gsqjwoG9UnaggA9EPj34g7gryeGOrL>

#### PUBLIC PARTICIPATION:

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, December 14, 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>



NSB City Hall Council Chambers  
210 Sams Avenue, NSB, FL 32168  
December 15, 2020 @ 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

### Consent Agenda

- II. **James Moore & Co.** - Zach Chalifour will present the findings from SVAA FY19/20 external audit
- III. **Volusia County Legal Dept.** – Laura Coleman – Presents an update to the board of the Florida Sunshine Law.
- IV. **Approval of the Minutes** from the October 27, 2020 board meeting.
- V. **Chair Report** – Betsy Baker
  - A. Quarterly Meeting Schedule: FY20/21: 5 Mtgs: Oct, Dec, Feb, Apr (Skip June), (Skip Aug), September Mtg/Workshop.
  - B. Happy Holidays!
- VI. **Treasurers Report** – Donna Ruby will discuss and present the October, November financials to file for audit.
- VII. **Review Approval of Lease for Office Space** - \$35,400 {\$2950.mo reduced from \$3200}
- VIII. **RSQ Website** – Review, Discussion and Approval – Debbie Meihls will discuss the proposals received and staff selection for Web Developer. \$125,000
- IX. **RSQ CPA** – Review, Discussion and Approval – Debbie Meihls will discuss the proposals received for Accounting CPA and staff selection for CPA. \$9,000

- X. **SVAA Policy and Procedure** Review, Discussion and Approval - Debbie Meihls will discuss the updates/changes made to the current
- A. Policy and Procedures
  - B. SVAA Employee Handbook – Added Virus clause and remote work policy.
  - C. Travel and Entertainment Policies. Per Volusia County policy and reviewed again HAAA/WVAA Policies to ensure verbiage is generally the same.
  - D. This update ensures that we are in updated with all proper protocols.
- XI. **Executive Director Report: Debbie Meihls**  
Mrs. Meihls will present topline items from the SVAA Executive Directors report. Aline Gill – ITI Digital will present the update to our Virtual Visitor Center and Partner Portal. Roberto Schaps, CEO of Relebrand will provide an update on marketing initiatives.
- XII. **Old Business:**
- XIII. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XIV. **Board Comments:**
- XV. Adjourn

**Next Meetings: 2020/2021 Fiscal Year Meetings:**

October 27, 2020 — Research

December 15, 2020 – Audit Results, RSQ's, Sunshine Law

February 23, 2021 – Research & Advertising & Website

April 27, 2021 – Budget and Marketing Plan

June 22, 2021 – Research (**TBD Scheduling**)

August 24, 2021 – Budget Plan updates (**TBD Scheduling**)

September 28, 2021 – SVAA Board Meeting /Workshop