



Southeast Volusia Advertising Authority
Board Meeting at Brannon Center
105 Riverside Drive, NSB, FL 32168
September 27, 2022 – 10:00 AM -2:00 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 April 26, 2022, Board Meeting

- III. **Chair Report** – Betsy Baker

A. Annual Review of Deborah A. Meihls – Pres/CEO of NSBVB

- Reminder of the upcoming meetings
- October 19, 2022 – Board Meeting & Visioning Workshop Destination Master Plan
- December 20, 2022
- January 18, 2023 – Validation Session Destination Master Plan (special mtg?)
- February 28, 2023 – Destination Planning Session
- April 25, 2023 – Board Meeting/ Presentation/Final Approval Destination Plan /Mktg Plans
- September 26, 2023 – Workshop
- These meet the statutory quarterly requirement for board meeting.

- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.

- May Financials
- June Financials
- July Financials
- August Financials
- September Preliminary Financials

- V. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.
 - A. Overview of Marketing & Advertising by Roberto Schaps, CEO Relebrands
 - B. Overview of Digital/Web/Mobile by Franci Edgerly, CEO ITI Digital
 - C. Overview of Public Relations by Deborah Stone, CEO/Angela Southard Winther, Pineapple PR

- VI. Discussion & Approval of Final Master Plan/Strategic Plan by NextFactor. Paul Ouimet & Cassandra McCaul to present findings to the board. VIA ZOOM

- 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**

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**



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting

Tuesday, September 27, 2022 9:00 a.m.

NSBAVB Office

2238 State Road 44

New Smyrna Beach, FL 32168

Meeting Called to Order: Betsy Baker- Chair, called the meeting to order at 9:00 am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Jamie Dudley, Tom Clapsaddle, Rebecca Simmons, Richard England

Members Absent: Chad Truxal

Staff Present: Debbie Meihls, Elizabeth Gifford, Andrea Kerr - Volusia County Attorney.

Public Participation: Amy Childs, Springhill Suites and Fiona O'Connor, Hampton Inn and Best Western New Smyrna Beach spoke in public participation. Fiona stated their objective is to boost mid-week overnight visitation by promoting meetings and group business. Betsy Baker asked if there is a demand for group business in New Smyrna Beach. Fiona stated that there is a demand for group business, and that we offer a better value than other destinations in Florida. Amy stated that she attended Connect Florida and that she received many leads to due to the flexibility the Brannon Center and the hotels in New Smyrna Beach offer. Fiona stressed that she thinks it is a team effort from all for group business to survive.

Approval of Minutes: Jamie Dudley made a motion to approve the April 26, 2022 board minutes. Donna Ruby seconded the motion. *All members in favor.*

Chair Report: Betsy Baker

Annual Review of Deborah A. Meihls – President and CEO of NSBAVB

Betsy Baker thanked the board for completing Debbie's review. Betsy stated that Debbie does a great job overseeing the budget and communicating with the board. She also stated that we are very fortunate to have someone of Debbie's caliber. Betsy stated she scored a 32.7 average out of 35. Betsy asked what Volusia County is considering for a merit increase. Debbie stated 4%, and she reminded the board that they did 5% last year. Betsy asked if the monetary merit needed to be decided now, or if it could wait until February's board meeting. Donna stated that February worked perfectly last year as that tied with the budget preparation. Betsy also stated that 401k matching contributions had been approved at 5%. Debbie stated while the matching is approved at 5%, that AUE Staffing grouped the advertising authorities together on the 401k. Thus, HAAA and WVAA need to seek approval of 5% matching for the SVAA to receive that increase. Currently, 401k matching is at 3%, but 5% is budgeted.



Richard England made the motion to table the monetary merit discussion to February, Jamie Dudley seconded the motion. *All members in favor.*

Betsy concluded by stating that Debbie does an amazing job. Debbie expressed her gratitude to the board.

Betsy recommenced the subject of group business brought forward in public participation. Betsy stated if we are getting the opportunity for group business that it should be considered. Debbie agreed and reminded the board that we are examining every segment during the Destination Master Plan process.

Betsy reminded the board of the upcoming meetings for the new fiscal year 2023/2024. Debbie provided an overview of discussion topics regarding the Destination Master Plan that will be shared in the upcoming board meetings. Betsy asked if the board approved the dates and time. Richard stated that he would prefer 9:00 a.m. as a typical start time. Betsy agreed. The board agreed to the following board dates:

- October 19, 2022 – Since cancelled due to Hurricane IAN
- December 20, 2022
- January 18, 2023
- February 28, 2023
- April 25, 2023
- September 26, 2023

Treasurers Report: Donna Ruby

Donna reminded the board that May, June, July and August financials are in their board packets. Donna stated that she has reviewed each of the financials and they're in line with the budget. Donna recommended that May, June, July and August financials be filed for audit. She reminded the board that October 1, 2022 starts the new fiscal year. She stated that as the fiscal year closes this for the audits, we do expect a carryover from the 2021/22 fiscal year, which will be presented at the December board meeting. Donna stated that we do have a strong budget with \$1.5 million in reserve.

Debbie shared that Volusia County projected that the SVAA would do \$3.55 million in tax collections. Debbie voiced her concern to stay fiscally conservative and budgeted \$3.2 million for fiscal year 2022/2023.

CEO Report: Debbie Meihls

Debbie stated that everyone's terms on the board are set to expire on March 31, 2023. She stated that she will send the board applications to reapply. She said that the board terms were once staggered and that she will see if that can be reinstated.

Debbie also shared that she was pleased that New Smyrna Beach is referenced under sustainability in the new FY 2022/2023 Visit Florida Marketing Plan. Debbie also stated that sustainability is very important and that she would like to encourage Norwood's and the Hyatt Place to join the sustainability program.

Debbie introduced Roberto Schaps of Relebrand to review marketing.



Roberto shared insight from our research. He stated Zartico that lists top eleven geographic markets to visit New Smyrna Beach. He said Atlanta visitors and their spending declined in 2022. Roberto said that in order to regain market share we will focus marketing efforts in Atlanta, and reminded the board that they are currently running streaming television ads in Atlanta. Roberto also shared Visitor Demographics from Arrivalist. He explained that the data is tracked by visitors in the destination. He stated that our demographics according to Arrivalist are in line with Research Data Services. Roberto also reviewed Key Data research that reports on the vacation rental market. He stated while average occupancy is down 2.1% from last year that the Average Daily Rate has increased by \$22.00.

Roberto continued his presentation by presenting the marketing budget for FY2023. He stated the media budget is 68% and advertising production is 11%. He also stated that the marketing production budget is 8%. Debbie interjected by stating that this cost includes our visitor guide production, and the price of paper has increased significantly. Roberto said we do have enough paper to print a few Visitor Guides to last us a while, and he will continue to explore other options. He stated the remainder of the budget is for the Destination Master Plan and the Agency fee.

Roberto continued his discussion regarding the media budget. He said the spend will include digital, search, television, niche markets and research.

Debbie shared that the total marketing budget for fiscal year 2023 is \$2,320,803 and that this amount fits into the overall budget.

Richard England made the motion to accept the FY2023 Marketing Budget in the amount of \$2,320,803. Tom Clapsaddle seconded the motion. All members in favor.

Debbie continued her CEO report. She reminded the board of the Spring Break issue regarding the residents' thoughts of visitors not respecting the area. Thus, she said to combat the issue we will develop messaging to encourage these visitors to protect the area. Jamie Dudley stated that he feels messaging would not fix the issue, and said additional police really helped this issue. Jamie stated that he would rather focus these efforts on sustainability messaging.

Old Business/Public Comment: None.

Board Comments: Andrew Kerr stated the initial staggered board terms expired and that board members now are on a two-year term. Andrea Kerr said she would research to see if there has been any new amendments. Debbie asked if the board should make a motion to explore staggered terms. Andrea stated that the board is allowed to review bylaws and make a recommendation for change. Andrea stated that she will research these terms and present her findings at the next board meeting.

Adjourn: Meeting adjourned at 10:35 a.m.