



Southeast Volusia Advertising Authority  
Board Meeting at NSBVB Offices  
2238 State Road 44, NSB, FL 32168

**Board Meeting**  
**Tuesday, December 19, 2023 – 9:00 AM -10:30 AM**

**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 board-members.

**Consent Agenda:**

- II. **Approval of the Minutes** from the October 24, 2023, SVAA Board Meeting
- III. **James Moore Audit 2023 Presentation** by Zach Chalifour
- IV. **Chair Report** – Betsy Baker  
a. Welcome back – Mike Arman!
- V. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.  
A. October 2023 Financials  
B. November 2023 Financials
- VI. **CEO Report:** Marketing and Budget update presented by Debbie Meihls.
- VII. **Partner Report**
- A. Research Data
  - B. Relebrands
  - C. ITI Digital
  - D. Pineapple Public Relations

- VI. **Sunshine Law Annual Review**, presented by Maureen Sikora, Volusia County Attorney
- 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**

### **2023/2024 Fiscal Year Meetings**

~~October 24, 2023~~ – Research year in review. UK Presentation.

December 19, 2023 – Audit presentation, Sunshine Law Review.

February 27, 2024 – Advertising and Digital preview of next fiscal year.

April 30, 2024 – Marketing Plan and Budget Presentation FY24/25.

September 24, 2024 – Board Workshop: Budget, media presentation by agencies.

**\*These meet the Statutory quarterly requirement for board meeting**



Southeast Volusia Advertising Authority  
2238 State Road 44, New Smyrna Beach, FL 32168

**December 19, 2023 @ 9:00 AM**  
**SVAA Board Meeting Minutes**

**Meeting Called to Order:** Jamie Dudley – Vice Chair (for Betsy Baker – Chair - who was absent), called the meeting to order at 9:00am.

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

**Members Present:** Jamie Dudley, Donna Ruby, Chad Truxall, Rebecca Zerrusen, Richard England (phone), Mike Arman

**Members Absent:** Betsy Baker

**Staff Present:** Deborah Meihls, Robin Markus

**County Staff:** Maureen Sikora, Volusia County Attorney

**Partners Present:** Roberto Schaps, Franci Edgerly, Anne Wittine, Zach Chalifour – James Moore

**Public Participation:** None presented.

**Approval of the Minutes:** Donna Ruby made a motion to approve the minutes, Rebecca Zerrusen seconded the motion. All members were in favor.

**James Moore 2023 Audit Presentation:** Zach Chalifour presented the 2023 Audit. Donna Ruby made a motion to approve the 2022 – 2023 audit. Rebecca Zerrusen seconded the motion. All members were in favor.

**Chairman Report:** Jamie Dudley and Deborah Meihls welcomed back Mike Arman.

**Treasurer Report:** Donna Ruby discussed and presented the October and November 2023 financials for filing audit. There was some discussion regarding interest from the money market account. Deborah Meihls will review other opportunities to maximize interest in early 2024.

**CEO Report:** Deborah Meihls presented the marketing and budget updates as well as information regarding the sweepstakes, contests, and Great Day CT visit:

- Great Day CT: Avelo, Daytona International Airport: This on-air contest in CT secured 2100 entrants to contest; 550 click throughs. Great Day CT wants to do 2 more contests and will be coming to FL to film on January 15 – 17).

**Partner Reports:**

**Roberto Schaps from Relebrand:** Roberto presented metrics, insights, and changes to marketing. Discussed Hartford/New Haven lifts due to impact from Aveo, Great Day CT. He also shared that he will be adding QR codes to all marketing to help with analysis. Roberto shared that Garden & Gun used the NSB image for the Visit Florida article.

**Anne Wittine from Research Data LLC:** Ann shared a presentation and research.

**County Reports:**

**Maureen Sikora, Volusia County Attorney** presented the Sunshine Law Annual Review. She discussed the County Slides and stated that if there are any requests for public records, that the request should go through Debbie Meihls. Ethics and voting conflicts were discussed with Board members.

**Old Business/ Public Comment:** No new business to discuss.

**Board Comments:** **Maureen Sikora** shared information about amendments to contracts for Agents and Partners.

- ITI Digital, Research Data, Relebrand: Donna Ruby made a motion to extend these three contracts for a period of two years. Chad Truxal seconded the motion. All members were in favor.
- Vann Data, Pineapple PR, Ignite: Donna Ruby made a motion to extend these three contracts subject to qualifying authorization to operate in the State of FL. Jamie Dudley seconded the motion. All members were in favor.
- No other board comments were mentioned or discussed.

**Adjourn:** Meeting was adjourned at 10:37 AM.

**THESE MINUTES APPROVED BY THE SVAA BOARD ON:**