



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

Board Meeting
Tuesday, October 24, 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.

- II. **Approval of the Minutes** from the September 26, 2023, SVAA Board Meeting

- III. **Chair Report** – Betsy Baker

- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.
- A. September 2023 Financials – Preliminary September Financials for audit 10/31-11/3/23.
 - B. Audit is scheduled for October 31 -November 3rd. Debbie has already provided all documents ask for. Please remember when receiving your letter in the mail from James Moore CPA, that you list any cooperative advertising you have done with the bureau.

- V. **Presentation by Richard England** – Arts District Ideas on Canal Street. Video

- VI. **CEO Report:** Marketing and Budget update presented by Debbie Meihls.

- VII. **Partner Report**

- A. Research Data – Year in review – Moving forward.
- B. Ignite Sales & Marketing Presentation
- C. Relebrands
- D. ITI Digital
- E. Pineapple Public Relations

VI. **Old Business:**

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

VIII. **Board Comments:**

IX. **Adjourn**

2023/2024 Fiscal Year Meetings

October 24, 2023 – Research year in review. Marketing, Arts District ideas.

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

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

April 23, 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

October 24, 2023, SVAA Board Meeting Minutes

Meeting Called to Order: Betsy Baker, Chairman, called the meeting to order at 9:01am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Chad Truxall, Rebecca Zerrusen, Richard England

Members Absent: Jamie Dudley

Staff Present: Deborah Meihls, Robin Markus

County Staff: Maureen Sikora, Volusia County Attorney, Brad Harris, Volusia Economic Development

Partners Present: Roberto Schaps, Aline Gill, Anne Wittine

Public Participation: None presented.

Approval of the Minutes: Chad Truxall made a motion to approve the minutes, Richard England seconded the motion. All members were in favor.

Chairman Report: Chair Baker stated she did not have any updates.

Treasurer Report: Donna Ruby stated that she is awaiting the audit from the end of the month and that final adjustments and collections will be in soon so that all can be presented in December. She expects it to be under budget, and we will carry it forward for marketing. Donna requested all to fill out participation form when received from auditors/accountant.

Presentation by Richard England: Richard is working on an expansion project – Creation of Arts District. This is an action from the Master Plan. Richard played a drone video that Brent Eite created to get an idea about the project and future Arts District location. There was discussion around Bloomberg Art Projects around world – Grant opportunity. Grant cycle is every June. The cost per 4 intersection painting is between \$20 - \$30k. Richard has gone to City, CRA, etc. to educate and get them excited and involved in the project. He shared that there will be economic incentives for Canal St., and City including a possible boutique hotel. He shared that this project will not impact other businesses. He also shared that it was built into the Destination Master Plan to get everyone involved. This is a community participation project. Per Debbie, would also like it to be a promotional opportunity. NSBAVB involvement – maybe

matching opportunity. There is a possible opportunity for Echo Grant (Chad T.). Richard is having a meeting tomorrow to kick things off. Richard to report out on meeting. Estimates time frame = 5 years, but can gain momentum starting with City, street painting.

CEO Report:

Debbie Meihls reported that the SVAA is down 1 board member, but that Mike Arman has applied.

Destinations FL recap: "It was amazing!" Many CEOs (Amelia Island, Pasco, etc.) appreciated our destination and the Brannon Center – Per Suzanne, the openness and windows provided positive energy for the meeting. All enjoyed Outriggers and "Taste of NSB".

Garden & Gun: Friday at Victoria 1883 w/Plein Air and Saturday Gallery Walk – Janes & lunch at Riverpark Terrace. 44 Tickets sold! Visitors from VA, MD, GA, most from FL. The SEVAA is establishing VIP relationship with G&G. They will be doing a story in May (Hub/Janes) and will have lead photo for FL in December.

Other events coming up include - UK Group – Food & Travel – Nov. 5-6, Jimmy Doherty – media and TV; 3rd Wave, Surfing, Cooking segment at Springhill Suites w/Chef Scott (River City Bistro), Avelo Contest in CT, Sweepstakes Nov – Jan.

Debbie shared that September numbers are \$148k, down 8%, but expects to be flat for the year.

Partner Reports:

Anne Wittine from Research Data LLC: Ann shared a presentation on summer research. FL flat with visitation. She shared that there is growth in Atlanta market, Midwest growth, TX growth. International travel has increased, but now seeing softness (wars, etc.). Looking forward, she expects September to look the same as August and expects October – December to be good.

Roberto Schaps from Relebrand: Roberto shared the CT TV Ad (Nov) and TV campaign for Visit FL (Dec). and provided updates on Destination Guide & Map and Resident Program.

Aline Gill from ITI Digital Marketing: Aline shared information on Summer Sweepstakes: 4600 unique new contacts. For the Nov – Jan sweepstakes, she is targeting 5000 unique new contacts.

Other updates included: Luxury Stays \$600+ / night, stay listings, Industry Webinars – planning for (6) ½ hour webinars starting this month (google listings). The webinars will be live (registered) and recorded. Aline shared a mock-up of the Resident Microsite and said that it would highlight each community. Each area will have its own landing page. December is targeted to roll it out.

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

Board Comments: Debbie Meihls reminded the group about James Moore recap in December. No other board comments were mentioned or discussed.

Adjourn: Meeting was adjourned at 10:44 AM.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: December 19, 2023