



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

Board Meeting
Tuesday, September 26, 2023 – 9:00 AM -1:00 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 board-members.

- II. **Approval of the Minutes** from the June 12, 2023, Special Board Meeting

- III. **Chair Report** – Betsy Baker

- A. Acknowledgement of Tom Clapsaddle’s service to the SVAA Board.
- B. New Fiscal Year – Meeting dates: October 24, 2023, December 19, 2023, February 27, 2024, April 23, 2024, and September 24, 2024. All meetings will start at 9:00 AM.
- C. Change April date to either April 16th or April 30th? Select one.
- D. Final E.D. Review - DMeihls

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

- A. June, July, August 2023 Financials – Preliminary September Financials not available yet.
- 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.
- C. Discussion & Approval of the FY23/24 Budget - \$7,023,420 – as approved by Volusia County Council.

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

- VI. **Partner Report**

- A. Relebrands
- B. ITI Digital
- C. Pineapple Public Relations

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- 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. UK Presentation.

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

September 26, 2023, SVAA Board Meeting Minutes

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

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Jamie Dudley, Donna Ruby, Chad Truxall, Rebecca Simmons

Members Absent: Tom Clapsaddle, Richard England

Staff Present: Deborah Meihls, Robin Markus

County Staff: Maureen Sikora, Volusia County Attorney

Partners Present: Roberto Schaps, Aline Gill, Deborah Stone, Angela Southard Winther

Public Participation: None presented.

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

Chairman Report: Chair Baker asked the board about revising the date for April 2024 and all approved the change from 4/23 to 4/30/24. Tom Clapsaddle resigned from the board due to relocation out of the area. Chair Baker congratulated Tom Clapsaddle long service to the SVAA Board. Chair Baker reminded the board that the budget was passed by Volusia County Council as presented and the CEO Review will stand with annual increase and merit as presented in the budget.

Treasurer Report: Donna Ruby presented the financials for May, June, July and August 2023, reporting that all expenses are normal within the planned budget and will file them for audit which will be taking place on October 31 – November 3rd. She noted that the CEO has already submitted many documents that were requested and when you get your in-kind forms in the mail, please make sure you reference any advertising cooperatives you did with NSBVB and/or in-kind donations. Approval of the FY23/24 budget of \$7,023,240 was made by Volusia County on 8/15/23 and was reapproved by SVAA on 09/26/23 – Donna Ruby made the first motion and Rebecca Simmons Zerussen made a second motion, all board members were in favor.

A recess was called at 11:30-11:45am for a working lunch break, meeting called back to order at 11:46 am.

CEO Report:

Debbie Meihls recapped the CDT collections this fiscal year. There were 5 months that were down versus last year, but given we had 3 hotel properties and 4 condominiums shut down due to Hurricanes Ian and Nicole, we did very well year to date.

Meihls spoke of some film permits that have come through with one being larger and having a great potential for film tourism. Meihls mentioned Destination Florida coming to town on October 11-13, 2023, and taking approximately 90 room nights and renting restaurants for dinner and client networking. Meihls recapped the budget and marketing plan for fiscal year 2023/2024.

Partner Reports:

Agencies presented their year-to-date activity for FY22/23 and a preview of FY23/24 campaigns.

Roberto Schaps from Relebrand
Aline Gill from ITI Digital Marketing
Angela Southard Winther from Pineapple PR

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

Board Comments: No board comments.

Adjourn: Meeting was adjourned at 1:10 PM.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: