



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

**Monday, December 16, 2024 – 9:00 AM -11:00 AM**

**BOARD MEETING AGENDA**

- I. **Call to Order:** Donna Ruby, Treasurer

**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 September 24, 2024, SVAA Board Meeting (October Board meeting cancelled due to Milton)
- III. **Chair Report** – Donna Ruby for Betsy Baker
- A. Meetings now held every 4th MONDAY at 9AM at SVAA Offices on the following dates:
  - B. SVAA Board Meetings: October 21st, December 16, February 24th, April 28th, and September 22nd.
- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.
- A. September 2024 Financials
  - B. October 2024 Financials
  - C. November 2024 Financials

**End Consent Agenda**

- V. **Zach Chalifour** – James Moore, CPA. – SVAA Audit FY23/24 Results.
- VI. **Giffin Chumley**, Volusia County Attorney – Sunshine Law Review
- VII. CEO Report – Debbie Meihls, CDME – Reports on Marketing and activity of NSBAVB
  - A. **Advertising RSQ** – Presentation of Proposal for discussion and approval FY25/26 – FY 29/30
  - B. **Digital RSQ** – Presentation of Proposal for discussion and approval FY 25/26 – FY 29/30
  - C. **Accounting RSQ** – No proposals received. Belotes has informed me that she is going to be retiring.
  - D. **Research RSQ** Was presented to Down St. Germain for FY 24/25 – FY 28/29
- VIII. Marketing Presentation – Debbie Meihls
- IX. Digital Marketing Presentation – Update Franci Edgerly – ITI Digital
- X. Public Relations Presentation– Update Deborah Stone – Pineapple PR
  - A. **Communications Manager** – Dale Wolbrink – Started 12/9/24.
- 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**

## **2024/2025 Fiscal Year Meetings**

**October 21, 2024** – Research year in review. UK Presentation. - Cancelled due to Hurricane Milton and office damage.

**December 16, 2024** – Audit presentation James Moore, CPA, CPA, Advertising, Digital RSQ Proposals, Sunshine Law Review.

**February 24, 2025** – Advertising and Digital preview of next fiscal year.

**April 28, 2025** – Marketing Plan and Budget Presentation FY25/26.

**September 22, 2025** – Board Workshop: Budget, media presentation by agencies.

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



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

## **December 16, 2024 - SVAA Board Meeting Minutes**

### **Meeting Called to Order 9:01 AM**

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

**Members Present:** Donna Ruby, Chad Truxall, Richard England, Mike Arman, Rebecca Zerrusen, Betsy Baker (Zoom). Donna Ruby sitting in for Betsy Baker.

**Members Absent/Via Phone:** Jamie Dudley

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

**County Staff:** J. Giffin Chumley, Assistant Volusia Attorney

**Auditor:** Zach Chalifour, James Moore, CPA

**Partners Present:** Franci Edgerly, ITI Digital, Deborah Stone, Pineapple PR, Joseph St. Germain, Downs & St. Germain

**Public Participation:** None

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

**Audit Report:** SVAA Audit FY23/24 Results reviewed with Board – Zach Chalifour

- Handed out Board Book and discussed highlights
- Richard England made a motion to accept and approve the report from James Moore. Mike Arman seconded the motion. No comments, all approved.

**Sunshine Law Review:** Volusia County Attorney - J. Griffin Chumley

- Reviewed Sunshine Law with the Board by referring to information provided in Board documents.

### **CEO Report:**

- **Advertising RSQ:**
  - Received 3 RSQs: Evoke, Relebrand, Tinsley
  - Debbie Meihls recommendation: Continue with Relebrand; 8-year relationship, no increase since relationship began. Great relationship, quality work, multiple platforms

- Evoke and Tinsley – higher in price, limited platforms, added costs/fees for additional projects/platforms.
- Discussion – 3-year agreement with (2) 1 yr. renewables.
- Motion by Richard England to accept and approve Relebrand. Chad Truxall seconded. No public comment. All members are in favor.
- **Digital RSQ:**
  - I received 2 RSQs: ITI, Evoke. Debbie Meihls recommended to continue with ITI. She shared terms of contract – 3-year agreement with (2) 1 yr. renewables.
  - Motion by Richard England to accept and approve ITI Digital. Rebecca Zerrusen seconded. No public comment. All members are in favor.
- **Accounting RSQ:**
  - No RSQs received. The current accountant (J. Belotes) will be retiring in September.
  - Discussion by Debbie Meihls and AUE - AUE has posting out for Admin. Assistant/Bookkeeper vs. external accounting resource. Will continue to evaluate and work on.
- **Introduction of new staff member** – Dale Wolbrink, Communications Manager.
- **Research RSQ:**
  - Presented to Down St. Germain for FY 24/25 – FY 28/29.
  - Joseph St. Germain President of Down St. Germain shared philosophy and goals- will begin in January 2025.

#### **5 Minute Break (10:10am – 10:15am)**

#### **Treasurer Report:**

Donna Ruby presented the financials for April, May, June, July and August. All expenses as planned and referenced the interest year to date. Financials are filed for audit that will begin November 2024.

**Meeting was Recessed at 10:55 AM and reconvened at 11:15 AM.**

#### **CEO Report (continued)**

- **Marketing:**
  - Finished 2% last year. WSB Film crew from CT will be returning in March 2025.
  - The County requested an increase in the Airport Fund to \$100k. Avelo, Breeze, positive relationships. Additional comping of journalist tickets.
  - Sports tournament in January
  - FL Encounter, IMM, IPW additional participation

#### **Digital Marketing Presentation: Franci Edgerly and Aline Gill, ITI Digital**

- Currently working on 32 projects for NSBAVB
- Technology is always changing
- Coastal Catch:
  - 39.4k views – 2-month campaign
  - Sweepstakes / Engagement – 33k views, 7k unique emails, 3.6k new to database
- Staycation:
  - Local / In-State
  - 16k page views

- AI Travel Buddy
  - 24/7 personalized travel assistant
  - No limitations to language

**Public Relations Presentation:** Deborah Stone, Pineapple PR

- October & November, \$2mm in earned media value, 79m impressions.
- AI is a trusted source
- 44 articles re: Coastal Catch
- Atlanta Media Event – April 2025
- Media with expanding airport areas
- Continuing media visits
- TMM – Atlanta in March, DC in June

**Old Business/ Public Comment:** NONE

**Board Comments:** Mike Arman – Brevard jealous of how Volusia County works together.

**Adjourn:** Meeting was adjourned at 11:24am.

**THESE MINUTES APPROVED BY THE SVAA BOARD ON: February 24, 2025**