



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

**Monday, February 24, 2025 – 9:00 AM -11:00 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** of September 24, 2024, SVAA Board Meeting
- III. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.
- A. December 2024 Financials
  - B. January 2025 Financials

**END Consent Agenda**

- I. **Chair Report** – Betsy Baker
- A. Select Chair, Vice Chair, Treasurer. New Terms for 2 years.
  - B. SVAA Board Meetings: April 28<sup>th</sup>, and September 22<sup>nd</sup>.
- II. **Review, Discussion and Approval of Budget \$5,731,683**
- III. **Marketing** update presented by Debbie Meihls. Review of marketing for FY25/26
- IV. **Partner Report**
- A. Ignite Sales & Marketing Zoom Presentation from London
  - B. Relebrand
  - C. ITI Digital
  - D. 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**

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

~~October 21, 2024~~ — Research year in review. UK Presentation.

~~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, IT Services RSQ Proposal.

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 meeting**



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

### **February 24, 2025 - SVAA Board Meeting Minutes**

#### **Meeting Called to Order 9:00 AM**

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

**Members Present:** Betsy Baker, Jamie Dudley, Donna Ruby, Chad Truxall, Richard England, Mike Arman, Rebecca Zerrusen

**Members Absent:** None

**Staff Present:** Deborah Meihls

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

**Partners Present:** Aline Gill, ITI Digital, Deborah Stone, Pineapple PR, Angela Winther, Pineapple PR, Roberto Schaps, Relebrand Advertising.

**Public Participation:** None

**Approval of the Consent Agenda:** Minutes for December 16, 2024, meeting, Stewardship Plan, Financials December 2024 and January 2025: Donna Ruby made a motion to approve the consent agenda, and Richard England seconded the motion. All members were in favor.

#### **Chair Report:**

Betsy Baker was selected as Chair, Jamie Dudley made the motion, Donna Ruby Seconded. All in favor. Mike Arman was selected as Vice Chair, Richard England made the motion, Jamie Dudley seconded. All in favor.

Donna Ruby was selected as Treasurer, Richard England made the motion, Rebecca Zerrusen seconded. All in favor.

\*Meetings will be held on Tuesdays @ 9am moving forward. Donna Ruby made the motion, Richard England seconded, all in favor.

#### **Budget Review:**

Deborah Meihls discussed the budget for FY25/26 - \$5,731,683. Discussed how the media is more expensive overall. HR Benefits and retention for 5 staff are increasingly more expensive, there are currently 2 position open for hire. This Budget will increase reserves by \$50,000 to \$2,175,000.

Marketing will continue to be strategic with a focus on fly-in markets of Avelo, Breeze, and legacy carriers such as Delta and American Airlines. \$50,000 is allocated for marketing in these feeder markets.

Roberto presented how using Travel Spike, Flamingo, Google Display Ads and programmatic buy, VF TV and Content would be the focus of the marketing as presented. Digital is an essential part of the budget with a website update for next year as well as new AI technology to keep itineraries, mobile applications and events all easy to use for the visitor and residents alike.

Mike Arman made a motion to approve the Budget for FY25/26, Jamie Dudley seconded. All in favor.

#### **CEO Report:**

- **Marketing:**
  - Finished 2% last year.
  - Doing very well since October – breaking monthly records.
  - WFSB Film crew from CT will be returning March 3-6, 2025.
  - FL Encounter, IMM, and SMPR will be coming up in the next few months.
  - Continuing media visits, we'll take all that comes our way.
  - Coastal Catch and Staycation programs are upcoming.
  - NTTW Breakfast and presentation on Wednesday, May 7, 2025.

#### **Partner Reports:**

- **Ignite Sales & Marketing** – Philip Britton and Anita Clement presented the FY24/25 and FY25/26 goals and objectives. Showcased great public relations coverage and how the tour operators work.
- **Pineapple Public Relations** – Deborah Stone and Angela Winther showcased the hard work from October – January and especially highlighting the amazing impressions garnered since December 2024 with major publications covering the area.
- **5 Minute Break (10:31am – 10:36am)**
- **ITI Digital** – Aline Gill presented the trip planner and itinerary builder and new releases. Mentioned the updated website work coming in FY25/26
- **Relebrand** – Roberto Schaps presented the marketing overview and showed domestic travelers along with our media plan. Showed the new creative for FY25/26.

**Old Business/ Public Comment:** NONE

**Board Comments:** None

**Adjourn:** Meeting was adjourned at 11:44am.

**THESE MINUTES APPROVED BY THE SVAA BOARD ON:** April 29, 2025