



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

Board Meeting
Tuesday, February 27, 2024 – 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 December 19, 2023, SVAA Board Meeting
- III. **Chair Report** – Betsy Baker
- A. National Tourism Week Breakfast – May 9th @ 8am – 10am. Please RSVP
 - B. April 30th meeting will be the marketing and budget approval. Please plan to be there or notify Deb if you cannot.
- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.
- A. December 2023 Financials
 - B. January 2024 Financials
- V. **CEO Report:** Marketing and Budget update presented by Debbie Meihls.
- VI. **Partner Report – Preview to FY24/25 Media**
- A. ITI Digital
- 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 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

February 27, 2024 - SVAA Board Meeting Minutes

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

Roll Call: Deborah Meihls did the roll call.

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

Members Absent: Everyone was in attendance.

Staff Present: Deborah Meihls, Robin Markus

County Staff: L. Coleman

Partners Present: Roberto Schaps, Franci Edgerly, Aline Gill, Deborah Stone, Anne Wittine

Public Participation: Not applicable

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

Chairman Report: Betsy Baker shared information on upcoming National Tourism Week Breakfast (May 9th 8am – 10am). Debbie Meihls added about the speakers who will be in attendance. Betsy requested that the Board RSVP. Betsy also reminded everyone that April 30th is the marketing and budget approval meeting. She will NOT be able to attend.

Treasurer Report: Donna Ruby provided information on the December 2023 and January 2024 financials. They were filed for audit.

CEO Report: Debbie Meihls provided a marketing and budget update and shared Great Day CT videos and the current contest taking place. She will send out links to all board members.

Partner Reports:

RELEBRAND: Roberto Schaps shared information about the Relebrand marketing budget. At 10:10am, there was a motion by Richard England to approve a \$2,000,000 provisional budget (pending final budget at 4/30/24 Board meeting). The motion was seconded by Chad Truxall. All were in favor and the motion was approved.

ITI DIGITAL: Franci Edgerly and Aline Gill presented their digital marketing initiatives and shared information about how integral HubSpot is to feed into a variety of programs for accurate and effective reporting and insights.

Recess: 10:43am – 10:50am

PINEAPPLE PUBLIC RELATIONS: Deborah Stone presented the Pineapple Public Relations initiatives. She also shared information about the webinar on PR that is now located on the partner portal.

RESEARCH DATA: Anne Wittine presented and shared current research and analysis on tourism. There was conversation around international sticker shock regarding hotel prices.

County Reports: Not applicable

Old Business/ Public Comment: Not applicable

Board Comments: Discussion around potentially changing the date for April meeting, but by response of those in attendance, a quorum will be available on April 30th.

Adjourn: Meeting was adjourned at 11:25am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: April 30, 2024