



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 9<sup>th</sup> @ 8am – 10am. Please RSVP
  - B. April 30<sup>th</sup> 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**



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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 9<sup>th</sup> 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 30<sup>th</sup> 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 30<sup>th</sup>.

**Adjourn:** Meeting was adjourned at 11:25am.

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