



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

Board Meeting **Tuesday, April 30, 2024 – 9:00 AM -11:00 AM**

BOARD MEETING AGENDA

- I. **Call to Order:** Donna Ruby, Treasurer, filling in for 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 February 27, 2024, SVAA Board Meeting

- III. **Chair Report** – Donna Ruby for Betsy Baker

- A. National Travel & Tourism Breakfast at the Brannon Center at 8am. Please be there. RSVP
- B. Volusia County Budget Presentation is August 20, 2024, at 4pm in DeLand.
- C. DMAP Code of Ethics for all Board Members. See Attached.
- D. Meeting Dates for FY24/25
 - i October 22, 2024
 - ii December 17, 2024
 - iii February 25, 2025
 - iv April 22, 2025
 - v September 23, 2025

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

- A. February 2024 Financials
- B. March 2024 Financials

- V. **Discussion & Approval** of the SVAA/NSBAVB Employee Handbook FY24. Presented by Debbie Meihls incorporating the latest changes from DMAP Accreditation.

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- VI. **Discussion & Approval: Marketing and Budget Presentation FY24/25 - \$6,226,937.**
Debbie Meihls update presented by Debbie Meihls.
- VII. **Partner Report as time permits.**
- A. Relebrands
 - B. ITI Digital
 - C. Pineapple Public Relations
 - D. Research Data LLC
- 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

April 30, 2024 - SVAA Board Meeting Minutes

Meeting Called to Order Donna Ruby (stepping in for Betsy Baker) – called the meeting to order at 9:03 am.

Roll Call: Deborah Meihls did the roll call.

Members Present: Donna Ruby, Chad Truxall, Rebecca Zerrusen, Richard England, Mike Arman

Members Absent: Betsy Baker, Jamie Dudley

Staff Present: Deborah Meihls, Robin Markus

County Staff: Sabrina Slack

Partners Present: Franci Edgerly, Deborah Stone

Public Participation: Not applicable

Approval of the Minutes: Chad Truxall made a motion to approve the minutes, Richard England seconded the motion. All members were in favor. Motion passed.

Chairman Report: Donna Ruby (on behalf of Betsy Baker) shared information about National Travel & Tourism Breakfast, Volusia County Budget presentation (8/20/24, 4pm DeLand), DMAP and Code of Ethics and meeting dates for FY24/25. Debbie will send out a calendar invite for the County Budget meeting.

- Motion made to adopt DMAP Board Code of Ethics – Richard made motion, Mike Arman 2nd, all in favor, motion approved. Debbie asked that all Board Members read, sign, and return the Code of Ethics agreement.
- Donna reviewed dates for FY24/25:
- October 22nd, December 17, February 25, April 22 (requested that the April 22, 2025, meeting be moved to April 29, 2025), and September 23rd. Motion to change date - Richard England made a motion to approve new date, Rebecca Zerrusen 2nd, all in favor, motion approved.
 - Donna discussed September's meeting will be important workshop meeting. Venue TBD. Date = September 24, 2024. Time changed to 9:30 – 2:00 pm.
- Consent Agenda requested for upcoming meetings. Minutes, treasurer's report, CEO report will be in portal. The Board will be asked to approve the consent agenda at each Board Meeting. Chad Truxall asked that a link to the portal be included in the calendar invite each month. Debbie will include the link.

Treasurer Report: Donna Ruby reviewed that February and March were on budget and expenses are in order. Shared status of interest earned: 1st quarter 2024 is \$21,396.78. Met budgeted income. Balance in MM account \$2,422,848.09. Of that \$2,125,00 is reserves. Financials have been put in portal for audit. Next audit scheduled for this fall and county audit could be next summer.

CEO Report:

- Discussion and approval of the SVAA/NSBAVB Employee handbook FY24 was presented by Debbie Meihls that incorporates the latest changes from DMAP accreditation. Richard England made motion to approve, Rebecca Zerrusen 2nd, all in favor, motion approved.
- Discussion and approval of Marketing and Budget Presentation FY 24/25. County spreadsheet will be presented to Council on August 20th at 4pm. Approved \$6,226,937 for FY24/25 Advertising & Marketing Budget. Sneak peek for March – up almost 9%. YTD up 3.7%.

Partner Reports:

A. Relebrands – Debbie Meihls for Roberto Schaps: Website traffic averaging 45-55,000 visits per month. KPIs – strong. Travel & Leisure and Southern Living driving visitor guide requests. Sweepstakes, Avelo, and others driving results. Debbie will send a copy of the presentation to the Board. Question from Mike Arman: When Sun Rail comes in, is there any chance to get transportation to NSB? Debbie Meihls will continue to investigate as things progress. Continued progress with Avelo. Rebecca Zerrusen has had several customers share that they saw NSB on Great Day CT. DBPR licensing for STR rentals and Airbnb, etc. expected to be signed by the Governor. Discussion about having Saturday hours - Not now.

2023/2024 Fiscal year meetings:

Marketing Plan & Budget presentation: Motion to approve Budget \$6.2 Million and Marketing plan and Garden & Gun as presented. Mike Arman 1st, Richard England 2nd, no questions, motion passed.

B. ITI Digital – Franci Edgerly

- Shared presentation from ITI Digital
 - The challenge is that digital mktg. and social media -- it's all about the algorithms. Keeping up with content, questions, etc.
 - NSB authentic destination – like no other in FL
 - AI raised the bar. Have integrated AI into NSB software. AI integrated into descriptions for places, events, etc., huge for SEO. Travel Buddy – AI, now authentic. Educating travel buddy on knowledge base. AI only to respond to questions vs. content being approved “Guard Rails”. Biggest challenge – guards need to be included (politics, profanity, etc.). NSB is ahead of the game.
 - Seasonal Visitors Guide – makes footprint bigger. Online. Will re-purpose content.
 - Enhancing App to show beaches, parking, etc. Partnering with County and City.
 - Looking for organic traffic.

10:35 – 10:40 am Break

C. Pineapple Public Relations – Deborah Stone

- NSBAVB so far ahead of other DMO's
- Seeing the results and how it's measurable through DMAP is incredible.
- Social is replacing Google as #1 search tool.
- Have met with and touched over 50 media people through events – all enjoy and rave about experiences in NSB.
- Shout out to MDC – US Today contest.
- Summer kickoff from Fox Network (DC) next week, Troy Petenick in NSB.
- Media Visits – outside adventure, culinary, laidback luxury, etc.
- May 9th Birmingham 28 media – showcasing NSB.
- Into FY25 – connect with culinary push (Worth Tasting) – Culinary Event
 - October – Worth Tasting Month
 - Rebecca is working with local restaurants.

County Reports: Not applicable

Old Business/ Public Comment: Not applicable

• **Board Comments:**

- Richard England – Update on Art District; Will be named “Magnolia Arts District”. Letter to be sent out next week to “rectangle” (Douglas, Magnolia, Riverside, Canal). Invitation to May 16 meeting. 6 story, 10-unit condo construction (J. Pendergast) – no retail. Harris House is for sale. Utilities commission vacates property – no date determined yet – Boutique hotel to go in there.
- Donna Ruby - Congratulations to Rebecca Zerrusen – baby boy due in July!
- Mike Arman – Shared feedback on traffic concerns by those in community.
 - Stated that NSBAVB needs to get out to share who we are and what we are doing (ie Oak Hill part of NSBAVB) – “Image deficiency”. Mike also provided a direct marketing piece that shows a stick on when sunscreen must be reapplied as a possible marketing idea for VB.
 - Add 2 things to agenda:
 - Horses in the River
 - Makers Space

Adjourn: Meeting was adjourned at 11:14 am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: