



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

April 25, 2023 – 8:00 AM -1:00 PM

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.

II. **Approval of the Minutes** from the February 28, 2023, Board Meeting

III. **Chair Report** – Betsy Baker

- A. Select dates for board meetings FY23/24
- B. Board Positions

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

- A. February 2023 Financials
- B. March 2023 Financials

V. **Discussion and Approval of the Marketing Plan and Budget for FY23/24** Presented by Debbie Meihls - Budget \$5,000,000* New creative by Roberto Schap. Pending Volusia County Council final approval in August 2023.

BREAK:

- VI. **Discussion and Approval:**
 - A. MMGY DNext – Final - Destination Master Plan
 - B. Workshop: Three-Year Strategic Plan presentation with Paul Ouimet and Cassandra McAuley. Work through key elements of the 3-year plan and DNext will send back final strategic plan by end of May 2023. These plans will go into effect FY23/24.

- VII. **Old Business:**

- VIII. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.

- IX. **Board Comments:**

- X. **Adjourn**

2022/2023 Fiscal Year Meetings

~~October 19, 2022 – Board meeting and then Visioning Session with Steering Committee @ Springhill Suites 8am. – Cancelled Hurricane Ian~~

~~December 20, 2022- Audit Results, Sunshine Law Refresher.~~

~~January 18, 2023 – @ Brannon Center – Validation Session w/ Steering Committee. 10AM -12PM.~~

~~February 28, 2023 – Research & Advertising updates, Presentation of the Destination Plan to the Board~~

~~April 25, 2023 – Budget & Marketing Plan Approvals: FY23/24, Destination Master Plan Presentation~~

~~September 26, 2023 – Year End Review and Workshop for FY23/24 Mktg.~~

***These meet the Statutorily quarterly requirement for board meeting**
2238 State Road 44, New Smyrna Beach, FL 32168 Phone: 386-428-1600



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

April 25, 2023, SVAA Board Meeting Minutes

Meeting Called to Order: Betsy Baker, Chairman, called the meeting to order at 9:00am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Jamie Dudley, Donna Ruby, Chad Truxall, Tom Clapsaddle, Richard England, Rebecca Simmons

Members Absent: None

Staff Present: Deborah Meihls, Nicole Hanacek, Haley Chenowith, Susan McLain

County Staff: Maureen Sikora, Volusia County Attorney

Partners Present: Roberto Schaps, Franci Edgerly, Deborah Stone, Paul Ouimet, Cassandra McAuley

Public Participation: None presented.

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

Chairman Report: Betsy Baker asked the board to select the dates and times for the next year that work best for everyone. Chad Truxall made a motion to keep the same months/dates and time to: October – 4th Tuesday at 9:00 AM. Tom Clapsaddle made a motion to second. Meeting dates for 2023/2024 are:

October 24, 2023 @ 9:00 AM

December 19, 2023

February 27, 2024

April 23, 2024

September 24, 2024

Betsy reminded the board that they needed to decide the financial increases for staff for the next fiscal year.

Conversation was had regarding the appropriate increase amount for attracting and retention of talent, competitiveness in the industry.

Treasurer Report: Donna Ruby, presented the financials for February 2023 and March 2023, reporting that all expenses are normal within the plan and will file them for audit.

CEO Report:

Debbie Meihls presented the Budget and marketing plan for fiscal year 2023/2024. Pending Volusia County Administrator and Council approval in August 2023.

Mrs. Meihls presented a \$5,000,000 budget to the SVAA Board. She detailed the Media breakout, Sales and operating expenses and spoke about the personnel services section. Currently SVAA has 4 personnel.

Focus on top fly/drive markets and always be on in the destinations that we have airlift into the destination: CT, DE, DC, GA, NC top focus to be “Always On” in those destinations. Then other markets can be focused on with digital media and public relations efforts.

Video and photography are still top priorities for the budget.

In the budget is the most recent position to rehire. We are approved for a 7 staff office; we have been working understaffed for many years. We now have need with the Destination Master Plan and 3-year Strategic plan. Sustainability, Office Manager/CPA/Bookkeeping, small group/event/sports business, industry education. We also need to continually look towards a succession plan.

As we work on our Destination Master Plan and 3-year Strategy it is important to get those other two positions back so we can be more visible and accomplish the goals and objectives of the plans.

Motion: Richard England made a motion to approve the budget as presented to present to the Volusia County Council and the motion was seconded by Jamie Dudley, all members in Favor.

Break for snacks and restrooms.

Mrs. Meihls introduced Paul Ouimet and Cassandra McAuley from MMGY NextFactor to present the Destination Master Plan for discussion and approval.

Paul and Cassandra went through the process, recapping the past year’s work. They showcased the 5 objectives that came out of the Destination Master Plan. We proceeded into the 3-year strategy portion and with the aid of “Meni-Meter” we scaled down the sales and mission of the DMO. This was a valuable exercise for the board and staff as we developed our strategic plan for the next three years. MMGY NextFactor will be fine tuning this and presenting the final version in a special meeting June 12, 2023. There we will assign the tasks and deliverables.

Motion: Jamie Dudley made a motion to approve the Destination Master Plan and implementation schedule and Tom Clapsaddle seconded the motion to approve the plan. All members were in favor.

Old Business/ Public Comment: No new business to discuss.

Board Comments: No board comments.

Adjourn: Meeting was adjourned at 12:40pm.

THESE MINUTES APPROVED BY BOARD ON 6/12/2023