



Southeast Volusia Advertising Authority
Board Meeting at SVAA Office
2238 State Road 44, NSB, FL 32168
February 22, 2022 – 10:00 AM -12:00 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 members

- II. **Approval of the Minutes** from the December 14, 2021, Board Meeting
- III. **Chair Report** – Betsy Baker
- Reminder of the upcoming meetings
 - **April 26, 2022** – Marketing & Budget Approval for FY22/23
 - September 27, 2022
 - These meet the statutory quarterly requirement for board meeting.
- IV. Discussion and Approval for new creative and budget for FY22/23 Advertising: Roberto Schaps, CEO Relebrands to provide update and Advertising & Marketing Campaigns focus for FY22/23 - \$1,000,000.
- V. Discussion and Approval for new Digital Campaigns/Web/Social/Mobile: Franci Edgerly, CEO of ITI Digital to provide update and Digital/Web Campaigns preliminary focus for FY22/23 - \$713,500.
- VI. Anne Wittine from Research Data to present Fall 2021 and Dashboard through December 2021.
- VII. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
- January Financials
 - December Financials

- VIII. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.
- IX. **Old Business:**
- X. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XI. **Board Comments:**
- XII. **Adjourn**

2021/2022 Fiscal Year Meetings:

~~October 26, 2021 – Research: Zartico, Research Data, Sunshine Law Review.~~

~~December 14, 2021– Audit Results & Master Plan and 3 year strategic plan approval.~~

February 22, 2022 – Research & Advertising updates for FY21/22

April 26, 2022 – Budget & Marketing Plan Approvals FY22/23

September 27, 2022 – Year End Review and Workshop for FY22/23 Mktg.

***These meet the Statutorily quarterly requirement for board meeting**

2020/2021 Fiscal Year Meetings:

~~October 27, 2020 – Research~~

~~December 15, 2020 – Audit Results~~

~~February 23, 2021 – Research & Advertising~~

~~April 27, 2021 – Budget and Marketing Plan~~

~~June 22, 2021 – Research~~

~~August 24, 2021 – Budget and Marketing Plan updates~~

~~September 28, 2021 – SVAA Board Meeting Workshop~~



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Meeting Called to Order: Betsy Baker – Chair, called the meeting to order at 10:01 am.

Roll Call: Debbie Meihls – CEO, did roll call.

Members Present: Betsy Baker, Donna Ruby, Richard England, Tom Clapsaddle, and Chad Truxall.
Late: Rebecca Simmons. **Not present:** Jamie Dudley.

Staff Present: Debbie Meihls, Elizabeth Gifford, and Mia Legarda.

Other Guests: Andrea Kerr – Asst. County Atty present via Zoom, Roberto Schaps – Relebrand and Franci Edgerly – ITI.

Debbie welcomed and introduced one of the NSB Area Visitors Bureau’s volunteer, Karel Smith.

Public Participation: 2.

Debbie welcomed the 2 public participants, Amy Childs and Amber Evans from Springhill Suites. Amy Childs brought up bringing in the Sunday – Thursday business and more meetings in town.

Approval of Minutes: Donna Ruby made a motion to approve the December 14, 2021, board minutes. Tom Clapsaddle seconded the motion. *All members in favor.*

Chair Report: Betsy Baker.

- Betsy reminded everyone about the upcoming board meetings.
- Marketing & Budget Approval for FY22/23 will be on April 26, 2022.
- Working on Master Plan and Strategic Plan on September 27, 2022.
- These meetings meet the statutory quarterly requirement for board meetings.

Discussion and Approval for New Creative Budget for FY22/23 Advertising:

Roberto Schaps, CEO Relebrand to Provide Update and Advertising and Marketing Campaigns Focus for FY22/23 - \$1,000,000.00.

- Roberto discussed about the Skift Megatrends 2022: Uncertainty is the New Certainty, Climate Resilience is the New Return on Investment, Communities Move Beyond Spectator Role for Travel’s Future, and the Rapid Ruralization of Travel Sets Stage for New Over Tourism.
- Research Tools:
 - Arrivallist CY2021 tracking in/out traffic, showing highlights. Roberto explains that he considers these tools as directional, not absolute, that we are moving towards a resident-focused model and day trippers generate more economic income. Richard asked is there is a contradiction between trips by length of stay and trips by distance, half the trips are day trips, but almost half are over 500 miles. Roberto answered that



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he doesn't think so, the tool can tell if New Smyrna Beach was the primary destination or not. Chad asked if there is a shift with the Sunday – Thursday market increasing in general since we've been focusing on that. Debbie stated that the number was a lot lower when she arrived here in NSB, and it has improved. Tom asked what year he will compare it to. Roberto answered he can take it back to 2019.

- Key Data CY2022, Rental Inventory, looking at the whole year. Average ADR is up by \$31 and average occupancy is up by 7.8%. Richard asked if it is based on rooms booked. Roberto answered yes, it also includes single-family homes, condos, and air BNBs.
- Zartico: 15 different dashboards, compares the whole Volusia County. The monthly STR reports can compare occupancy, ADR, RevPAR of different hotels. Origin Markets Oct-Dec 2021. Visitor Flow Oct-Dec 2021, Zartico uses a technology that measures devices at a specific location, uses Geolocations to measure. Betsy asked if the snowbirds, who stay here 6 months in the year are considered visitors or residents. Roberto answered he thinks they will still be considered visitors. Richard asked regarding the phone data. Roberto answered that they base it on the phone ID, where they're from, the system measure counts the individual when they go back to their origin. Chad asked if businesses could access the data. Debbie answered it would need to be requested. Visitor Spending Oct-Dec 2021, Jacksonville is leading the other cities with spending more money. Tom asked if we get a lot of the air traffic out of Jacksonville. Debbie answered she hasn't seen it come up. Chad asked that they may be coming from Jacksonville to NSB, so maybe that's where the data comes from. Debbie answered with partnering with VisitFlorida, we can get a better comparison next year. Organic Search Oct'21-Jan'22, Roberto stated that we are working with VisitFlorida to see if the TV spot was responsible for the increase in people looking us up.
- Current: Laid-Back Luxury, Roberto stated that the challenge is how to get a great campaign and evolve it. The new campaign will show or tell people that by coming to this area, you can feel great and have fun too.
- New Sustainability Campaign: Roberto stated that the new sustainability campaign will show it's not about leaving a place as you found it but leaving it better than you found it "Keep It Like New". Roberto stated we could look at a pet-friendly campaign. Debbie stated that we can do a kind of gamification to get people collecting trash, post it, collect tokens, and they can get merch and can start being a brand ambassador. He stated we want to begin to develop a short – film series; about engaging the community with stories through locations, artists, or restaurants and tie it with a visitor or resident and how they engage or learn. Chad stated that he really likes the idea, but he feels like we need to do more, but this is a good start.
- Planning Budgets: Roberto presented the Production Planning Budget for FY22/23. Betsy asked where people would see the little films. Debbie answered everywhere, YouTube, Insta, the newsletter, and the website, etc. Chad stated since the Marine Discovery Center shows feature films, they can trailer the short films before. Roberto explained the total production budget is



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\$175,000.00, total media budget is \$500,000.00, marketing production would be 100,000.00, and the total agency fee is \$225,000.00 with a total of \$1,000,000.00. Debbie stated that since the April board meeting is busy, they wanted to present the advertising and digital budget today so that when approved, she can pop it into next year's budget and can take the budget for next year, base it off what we're running on this year, and the county increased our budget to \$2,500,000.00 this year. If there are changes, it will be fluid and will be brought up to the board. Questions: Chad asked about the Digital, how it differs from ITI, if there is an overlap. Roberto answered that here is no overlap, all digitals are paid, and ITI is non-paid. Chad stated he understands and asked how the budget compares to the prior year. Debbie answered that this budget has gone up \$250,000.00 because of the videos. Debbie stated that we opted to take the current creative and take the next step with it to maximize the photoshoots and push it an extra year. Chad stated it's important for a brand to have consistency, but don't stretch it too much for it to be fresh.

Approval: Richard England made a motion to approve the new creative and advertising budget for FY22/23 advertising of \$1,000,000.00. Tom Clapsaddle seconded the motion. *All members in favor.*

Discussion and Approval for New Digital Campaigns/Web/Social/Mobile:

Franci Edgerly, CEO of ITI Digital to Provide Update and Digital/Web Campaigns Preliminary Focus for FY22/23 - \$713,500.00.

- Digital Marketing Results / Goal Attainment FY21/22: Franci stated where we are and the goals for the year; organic traffic search is doing great due to combination of advertising and overall content that has been released.
- Key Highlights of FY21/22:
 - Newsletter: Redesign; 16.53% open rate and increases database engagement, went from 11k to 14k.
 - New Website: Will launch in April. Looking at the interior page, going away from just listings, and adding more engagement. The more engagement to the site, the more they influence travel to the destination. The website is built on HubSpot, which allows everything to be tracked.
 - Software Enhancements: Events calendar version 4.0 and increasing data print where we get the events from. Before it was Event Brite and Facebook, now they can go to people's websites and add events. Chad asked if the events are picked up automatically by creating an event on social. Franci answered yes. Debbie stated everything someone has going on, can be fed over on the website.
- New Proposal Services FY22/23:
 - Business Concierge Subscription – Community Relations: Franci stated this is driven by Google Places, to service the community more as well as the long-term visitors.



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- E-mail Database Development – Sweepstake Campaigns: Estimates 4,000 leads per campaign. She explains that the sweepstake is designed to bring in brand awareness, new audience, and partner engagement.
- Blog and Content Strategy: She stated that this will increase our digital footprint and pushes out content to other platforms. Off-page SEO and brand development.
- New Mobile App: New UX design, upgraded CMS, app content personalization using geolocation segmentation, and gamification feature.
- Website Chatbot: She stated that this is all about site visitor service. Using key words, they can serve up specific messaging, video, or images.
- Website Content Personalization: Using HubSpot, they want people to have a different experience. Geolocation can recognize where the user is and will take them to a location-specific page to help them. She stated that because of HubSpot everything is measured and tracked. Debbie explained that HubSpot is used for everything including program audits down the road.
- Questions: Chad asked about the app, and recommended a company called Guide by Cell, he stated that his concern about the app is that people are reluctant to download another app. Franci agreed and stated that it is important to get the community involved and they do not want to duplicate what is on the website, but to offer content that can only be taken from the app.

Approval: Chad Truxall moved to approve the new digital/web campaigns for FY22/23 for \$713,500.00. Donna Ruby seconded the motion. *All members in favor.*

Betsy stated that she knows Franci and ITI do a lot of stuff that we do not pay them for. Debbie expressed that ITI has not increased any amount in the last 3-4 years. When we need a landing page for things, they just do it.

Research Data: Anne Wittine to Present Fall 2021 and Dashboard through December 2021.

- Recovery of U.S. Air Travel: Anne stated that all measures of anxiety are up, but interest in travelling is the same, 2021 is still contraction compared to 2019, the numbers went up in Nov & Dec 2021 due to the borders opening, and she will add Jacksonville airport for the next meeting.
- Visitor Profile – CY2021: Est. number of visitors up, est. room nights, est. direct expenditure up from 2019 and 2020. Occupancy is low 0.3% from 2019 and up 19.7% from 2020, ADR and RevPAR is up 2019 and 2020. Fall 2020 (Sep.-Dec.): Overnight visitors staying in commercial lodging, est. number of visitors, room nights, direct expenditures, and total economic impact are all higher compared to 2019 and 2020. Feeder markets are higher than 2019 and 2020. RDS occupancy/ADR are higher than 2019 and 2020.
- Debbie asked when they can see what's going on for March, how is it looking and if anybody has expressed concerns. Anne answered that she has not seen anything coming up, and the only



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negative comment she has seen is one property mentioned cancellations in January related to COVID spike. First-time Visitations are lower, but satisfaction is higher. Tom stated that the past weekend for Daytona500, only 3 guests complained about the rate, there are a lot of people talking about coming back next year for the race. Debbie stated that that's a good demand.

Treasurer's Report: Donna Ruby will Discuss and Present the Following Financials for Approval for Audit: December & January.

- Donna stated December and January financials are on the portal for review, we remain on budget. We closed January with \$1,483,213.09 in checking account plus \$1,000,838.78 in the reserve funds. All payables are current, including the audit fee of \$14,000.00 which was paid in January. She stated all financials are in order and will be placed on file for audit.

CEO Report: Debbie Meihls

Debbie stated that she has met with Robyn Hattaway and spoke about the new district coming out, District 30. There are 4 bills that affect tourism in Florida:

- 2 VisitFlorida renewal for 5 and another bill for 8 years, the house will decide which will pass but Gov. DeSantis is saying they will receive their budget.
- 2 bills about the TDT Tax expansion: One bill out to expand Coastal TDT tax that goes into marketing by 20%, which has passed, but the senate might kill it and it won't affect us, the second bill is regarding short-term rentals to make them have stricter policies, have DBPR, etc. Has not moved at all.

Debbie expressed that the survey is out for the Master Plan and Strategic Plan. The resident survey will go out beginning of April. Richard expressed that the survey is very detailed. Debbie answered that the detail is important for the Master Plan and 5-year Strategic Plan. Chad asked if the city would help promote the survey. Debbie answered yes, the mayor has already filled his out and will help promote, so will Port Orange. Debbie stated that at the TDC Meeting in January, the airport is applying for a grant and might ask us for more than \$10,000.00. Donna expressed that when we gave them money, they were going to give us a prime spot. Chad expressed that it did not go through. Debbie expressed the NSB Speedway gave us a promo, will put our sign up, and might give us a billboard. January collections through February 20th is \$295,882.00 which is \$96,000.00 up from last year and 31% for the year.

Old Business: None.

Public Participation: None.

Board Comments: None.

Adjourn: Meeting Adjourned 12:19 pm.