



Southeast Volusia Advertising Authority
Board Meeting at NSBAVB Offices
2238 SR 44 NSB, FL 32168
February 28, 2023 – 9:00 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 members.

- II. **Approval of the Minutes** from the December 20, 2022, Board Meeting
- III. **Chair Report** – Betsy Baker
A. Submit your applications to renew your board appointment.
B. April Board meeting will be longer as well. Presentation on 3-year strategic Plan.
- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
A. December Financials
B. January Financials
- V. **CEO Report:** Debbie Meihls: Partner reports in the Board Portal.
- VI. MMGY Strategic Planning Session with Paul Ouimet and Cassandra McAuley. Presentation of Destination Master Plan.

- 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 due to Hurricane IAN~~

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

~~January 18, 2023 — @ NSBAVB Offices/Virtually — 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, 3-Year Strategic Plan.

September 26, 2023 – Year End Review and Workshop for FY22/23 Mktg.

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



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SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of SVAA Board Meeting Tuesday, February 28, 2023, 9:00 a.m.

NSBAVB Office 2238 State Road 44

New Smyrna Beach, FL 32168

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

Roll Call: Elizabeth Gifford did the roll call.

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

Members Absent: Tom Clapsaddle

Staff Present: Elizabeth Gifford, Nicole Hanacek and Maureen Sikora, Volusia County Attorney

Staff Absent: Debbie Meihls

Public Participation: None

Approval of Minutes: Jamie Dudley made a motion to approve the December 20, 2022, board minutes. Donna Ruby seconded the motion. All members in favor.

Chair Report: Betsy Baker

Betsy reminded the board to submit applications to renew board appointments by today. Chad Truxall also stated that there is an additional page that needs to be signed for the background check.

Betsy also stated that Debbie is coordinating a date in late March with MMGY to hold a special meeting for the presentation of the Destination Master Plan.

Treasurers Report: Donna Ruby

Donna stated that the December and January financials are in the board portal. She said that she is watching the financials closely so to remain on budget. Donna shared that she has reviewed the



financials and they are on budget. Donna recommended that December and January financials be filed for audit.

Donna shared that in April Debbie will present the FY23/24 proposed budget to the board. Donna also reminded the board that the April meeting will include Debbie's review.

Betsy made a motion to accept the December and January financials. Jamie seconded the motion. All members in favor.

CEO Report: Debbie Meihls

Elizabeth presented the CEO report on behalf of Debbie Meihls.

Elizabeth shared that the SVAA has two new employees. She introduced Nicole Hanacek the Travel & Tourism Manager and Susan McClain the communications Manager to the board of directors.

Elizabeth shared that National Travel & Tourism Week is May 7-13, 2023, and the NSBAVB's annual tourism breakfast will be held on Tuesday, May 9th at the Brannon Center.

Elizabeth introduced Franci Edgerly the CEO of ITI Digital. Franci announced that the New Smyrna Beach Area Visitors Bureau Mobile Application has been published and is available for download.

Roberto Schaps the CEO from Relebrand presented highlights of 2023 Visitor Guide. Roberto shared that the new guide has new images and some updated content. Roberto also shared the Visitor Guide will have QR codes to direct the audience to the website. Roberto shared that the Visitor Guide is at the printers.

Betsy stated that we need a motion to postpone the MMGY Strategic Planning Session with Paul Ouimet and Cassandra McAuley to an undetermined date in late March. Chad made the motion to postpone the MMGY Strategic Planning Session with Paul Ouimet and Cassandra McAuley to an undetermined date in late March. Richard England seconded the motion. All members in favor.

Old Business/Public Comment: None.

Board Comments: none

Adjourn: Meeting adjourned at 9:49 p.m.