



Southeast Volusia Advertising Authority
Board Meeting at NSBVB Offices
2238 SR 44 NSB, FL 32168
December 20, 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 October 19, 2022, Board Meeting
- III. **Zach Chalifour**, James Moore Co. – Presentation of the FY21/22 Audit
- IV. **Andrea Kerr**, Volusia County Attorney's Office – Presentation on Sunshine Law
- V. **Chair Report** – Betsy Baker
A. January 18, 2023 – Validation Session with MMGY at Brannon Center
B. Meetings will begin at 9am moving forward.
- VI. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
 - September Financials – Final
 - October Financials
 - November Financials
- VII. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.
A. Hurricane Ian Review – Damage, Costs and timeline.
B. Overview of Marketing & Advertising by Roberto Schaps, CEO Relebrands
C. Franci Edgerly -ITI Digital – Update on website and mobile
D. Deborah Stone/Angela Winther – Public Relations Update

- VIII. **Old Business:**
- IX. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- X. **Board Comments:**
- XI. **Adjourn** * Holiday Lunch will be served, and the Visioning session will start at 1pm virtually. The Steering Committee will be on the virtual meeting to provide their input as well.
- XII. Visioning Session – 1pm – 2pm - Virtual meeting with Steering Committee.

2022/2023 Fiscal Year Meetings

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

~~December 19, 2022 – Visioning Session with SVAA Board and Steering Committee – Virtual Session – 9am – 11am. Link to follow.~~

December 20, 2022- Audit Results, Sunshine Law Refresher. Visioning Session with SVAA Board and Steering Committee – Virtual Session

January 18, 2023 - Virtual/ 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,

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, December 20, 2022, 10:00 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 10:00 am.

Roll Call: Debbie Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Jamie Dudley, Tom Clapsaddle, Richard England, Chad Truxal

Members Absent: Rebecca Simmons

Staff Present: Debbie Meihls, Elizabeth Gifford, Laura Coleman and Maureen need full name.

Public Participation: None

Approval of Minutes: Jamie Dudley made a motion to approve the September 27, 2022 board minutes. Tom Clapsaddle seconded the motion. All members in favor.

Presentation of the FY21/22 Audit: Zach Chalifour, James Moore Co.:

Zach Chalifour presented an overview from the SVAA FY21/22 external audit. Zach noted there were no findings in the FY21/22, and that it was again a clean audit. Zach noted that the SVAA had another banner year resulting in a \$400,000 increase in revenue at 14.%. He stated the fund balance was at \$3.6M, which is in excess of one year revenue at 10% over. Debbie asked Donna to speak regarding the interest in the account. Donna stated that there was a negative amount reported in interest due to the county changing their investment portfolio. She shared that the SVAA account with TD Bank earned \$4,447.22 in interest. The county reported a loss of \$8670.59 in interest in their account, which in turn which resulted in a net loss of \$4,223. Zach noted that most of the County's Investment portfolio is fixed income.



Donna Ruby made a motion to except the audit findings from FY 21/22. Richard England seconded the motion. *All members in favor.*

Volusia County Legal Department: Laura Coleman

Laura Coleman presented an update to the board on the Florida Sunshine Law. Laura that the board is subject to open meeting laws and public meeting laws under the Florida Sunshine Law. She stated that a meeting must be noticed in advance and mentioned the Attorney General recommends seven days prior to the meeting. She also noted that two or more board members may not discuss an item that may come before the board in a future board meeting. Laura also reviewed the public record policy and what records are considered exempt. She noted that public records may be requested verbally, written and anonymously. She also stated that a response is expected in a reasonable amount of time. In conclusion, she reiterated the importance of honoring the sunshine and public record laws.

Chair Report: Betsy Baker

Betsy stated that the SVAA has a Virtual Validation Session with MMGY and the Steering Committee on January 18th which the board is welcome to attend. Betsy also reminded the board members that future board meetings will begin at a 9:00 am.

Treasurers Report: Donna Ruby

Donna noted that October 2022 and November 2022 financials are in the board packets and the financials are in line. Donna recommended that the October 2022 and November 2022 financials be filed for audit.

CEO Report: Debbie Meihls

Debbie gave an overview of the damages and expenses associated with Hurricane Ian. She stated the visitor center had close to \$60,000 in damage.

Debbie also stated that October tax collections were down 13%. She reminded the board that this was due to the hurricane and properties being closed.

Debbie informed the board that she has been appointed as the Chairman on the Board for Destination Florida.

Debbie introduced Roberto Schaps with Relebrand. Roberto presented a research overview including visitor metrics from Arrivalist. He noted that summer visitation was strong, as well as the end of November. Roberto also shared that Florida is our top origin market and reported on the length of stay for visitors based on their origin. Betsy asked if these markets were a result from the marketing, and



Roberto said it was. Roberto also provided a media update including the publishers and programs that are running.

Franci Edgerly and Aline Gill with ITI Digital presented on the digital efforts. Aline presented on the Mobile App. She stated that phase 1 designs have been completed and phase 1 development should be completed mid-December. Aline stated that Phase 2 will focus on the Keep it Like New campaign and will include gamification. She said the games will include sustainability initiatives for users to collect points. These points will allow the user earn prizes awarded by NSBAVB. Aline also reminded the board that ITI created seasonal stories that are published on Vacations2Discover.com and on the NSB Insider page.

Deborah Stone and Angela Winther from Pineapple PR reported on t domestic public relations initiatives. Deborah stated that 2022 has been a strong year. Travel Media Meetup was held in New Smyrna Beach that included 18 journalists. Deborah reminded the board that their team writes two blogs per month and distributes monthly press releases. Deborah provided an update on what is planned for 2023. She said that there are specific plans for media visits, influencers, and other initiatives for targeted media coverage. Deborah also stated that the KPI metrics have shifted, and they have new measurement reporting tool that they will be using from Destination International.

Debbie introduced Anne Wittine from Research Data Services. Anne stated that is was nice to be presenting to the board today. She stated that room nights are up 6% for FY2022. She also explained that Estimated Direct Expenditures are up 11.2% from FY2021. Anne than reviewed October's occupancy and stated that the destination is down 5.2% from October 2021 due to the hurricane. Debbie asked Anne's outlook for November and December. Anne said that we should expect numbers to be down in November, but December should be on par.

Old Business/Public Comment: None.

Board Comments: none

Adjourn: Meeting adjourned at 12:08 p.m.