



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
April 23, 2019 – 10:00 a.m.

### **REGULAR 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 Minutes: February 26, 2019
- III. Chair Report – Betsy Baker
  - A. Introduction of Brian Rothwell – Volusia County
  - B. Nominations of SVAA Board positions: Chair, Vice Chair, Treasurer
  - C. Meeting Schedule: Oct., Dec., Feb, Apr, Jun, Aug. Retreat Sep. (4th Tuesday exception for the December meeting due to Christmas Holiday, 3<sup>rd</sup> Tuesday.)
  - D. Thank you to Mike Arman for serving on the SVAA Board.
  - E. Please remember that we are a pro-hospitality board.
- IV. Treasurer's Report: Donna Ruby  
Approval of the Financial Statements for February & March 2019
- V. Discussion and Approval: Amendment to SVAA's AUE/ACH Service Agreement of 2013 to align with Volusia County's ACH Master Agreement. \$23,406 Payroll Service Fee FY1819, combined with Worker's Compensation not to exceed 18.98%
- VI. Discussion and Approval: 2019/2020 Advertising Creative by Relebrands {formerly Turkel Brands}. Roberto Schaps, President & CEO will present the creative for SVAA/NSBVB FY1920.
- VII. Discussion and Approval: 2019/2020 marketing plan and budget for SVAA - \$2,200,000. \*projected budget. Debbie Meihls will present the overall budget and marketing plans for FY19/20.

VIII. Executive Director Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report

IX. Old Business/Public Comment:

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

X. Adjourn

**Next Meetings:**

June 25, 2019 – Topics: Research

August 27, 2019 – Topics: Budget Recap for FY19/20/ Sunshine Law Review

September 24, 2019 – Special Meeting/Retreat: Topics: The Year Ahead



## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

Minutes of Board Meeting-  
NSB City Hall  
Tuesday, April 23, 2019

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**Members Present:** Betsy Baker, Donna Ruby, Chad Truxall, Jim Rushing, Jamie Dudley, Lilli Sheller, Giffin Chumley and Debbie Meihls

**Not Present:** Tom Clapsaddle

Betsy Baker, Chair, called the meeting to order at 10:00am

Debbie Meihls did the roll call.

### **Public Participation**

No Public Participation at this time.

### **Approval of Minutes February 26, 2019**

Donna Ruby made a motion to approve the minutes and Chad Truxall seconded, *all members in favor*

### **Chair Report**

Betsy Baker introduced Brian Rothwell, Assistant to the County Administrator, from Volusia County and welcomed him to the meeting. Nominations were accepted for the 2018-2019 SVAA Board Positions. Betsy Baker asked if anyone wanted to be Chairperson and no one accepted so she agreed to preside over the board for the upcoming year. Donna Ruby made a motion for **Betsy Baker as Chair** and Jim Rushing seconded the motion, *all members in favor*. **Jamie Dudley agreed to be Vice-Chair** of the SVAA Board. Jim Rushing made a motion to approve and Chad Truxall seconded, *all members in favor*. **Donna Ruby agreed to be Treasurer**. Jamie Dudley made a motion to approve and Jim Rushing seconded the motion, *all members in favor*.

The board meetings for the next fiscal year were announced. They will be held every other month on the 4<sup>th</sup> Tuesday of the Month except for December's meeting to be held on the 3<sup>rd</sup> due to the Christmas holiday. Board Retreat held in September with a location to follow. Betsy thanked Mike Arman for his years of dedicated service to the SVAA Board. The SVAA Board is pro hospitality and as board members we should all be cognizant of that fact no matter what issues or personal situations we have, Betsy explained.

### **Treasurer's Report**

Donna Ruby presented the financial statements for the months of February & March 2019. Nothing



unusual to report. All the information in the attached packet all the board members received. We still have 3 special events grants for payment. Images: Festival of the Arts and the Shark Bite Half Marathon were paid in April. The remaining balance owed to ACA (Atlantic Center for the Arts) will be paid in late fall. We are ½ through the fiscal year and 2019-2020 will be discussed by Debbie for approval. It will be sent to the county for adjustments and August 20<sup>th</sup>, 2019 the budget will be presented before the County Council. She would appreciate everyone be there to show support for SVAA. Chad ask a question regarding the line item for Fishstock. Debbie explained the plans we were taking place to work with individuals to have the event in the year 2020. We are lining up sponsors, venues and official dates. We want to move the event to June. Chad Truxall made a motion to approve the Treasurers Report and Jamie Dudley seconded the motion, *all members in favor*.

#### **Discussion & Approval: Amendment to SVAA's AUE/ACH Service Agreement**

Debbie explained that SVAA will terminate the 2013 contract with ACH and we will piggyback on the existing AUE contract from 2015 being used by County of Volusia. If we approve, then this will go to County Council for approval. Chad Truxall made a motion to approve and Donna Ruby seconded the motion, *all members in favor*.

#### **Discussion & Approval: 2019/2020 Advertising Creative by Relebrands**

Roberto Schaps, CEO of Relebrands presented the creative strategy for SVAA/NSBVB FY19/20. He presented our Tourism growth since 2016 and this year our number have increased. Visitors are up 18%, Room Nights up 19%, Occupancy up 7%, Average Daily Rate up 26% and RevPar up 36%. Roberto went over our visitor profile and our Household income averages \$102,000. Average age 51.3 and couples are 46.3%. There will be no new logo this year, but they want to continue to meet the goals. The did research and the question they ask is "What does luxury mean toady?" Answer- Laid Back Luxury - Roberto discussed our advertising strategy which includes attracting first time visitors, encourage repeat visitors and fill the Sunday-Thursday midweek stay. He also discussed the media strategy to include display mobile video, focus on digital media using the following elements to drive website and ultimately generate conversions. Utilizing the use of Adara, Meredith and Travelspike. Jim Rushing made a motion to approve the Advertising/Creative and Lilli Sheller seconded, *all members in favor*.

#### **Marketing Plan & Budget**

Debbie presented our Marketing budget of \$2,114,000 as displayed in both county budget format and her worksheets, line by line. She also showed the media plan with Advertising, digital and tradeshow. All will be adjusted when we receive the official budget numbers from the county by June 2019. Jamie Dudley moved to approve the budget and Chad Truxall seconded the motion, *all members in favor*.

#### **Executive Directors Report**

Debbie spoke about the National Tourism Luncheon to be held Thursday May 9, 2019 at the Brannon Center. This year's theme is Art Matters! Artists will display some of the work that they are doing and all



the great businesses that relate to art and New Smyrna Beach culture. Dave Bricker is our guest speaker and is an award-winning author, and designer who teaches the art of business transformation as a way to connect and engage your target audience. We will also be giving out our first-ever Tourism Champion Award. Requirements for winning the award will be posted on our website for future submissions at our luncheon held once a year. We will have The Mayor of NSB, Council Woman Deb Denys and the City Manager, Jake Johansson from the city of Port Orange to read proclamations. We have reached out to the City Edgewater and the City of Oak Hill and we are waiting to hear back. The Value of Tourism Stickers will be distributed to help highlight our PSA'S (Tourism Touches You) as well as the surf board flash drive with the visitor guide and visitor profile on it. We will continue discussions in our future meetings regarding Visit Florida as the Senate has approved \$50 million and to extend into 2027 while the house will approve \$19 million and have it sunset on 9/30/19, and the possible impact the legislature will have on tourism in Florida.

Old Business/Public Comment

This is no old business at this time.

Adjourn

Meeting was adjourned at 11:05am