



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
June 26, 2018 – 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: April 17, 2018
- III. Chair Report
 - December Board Meeting – 12/25/18 change to 12/18/18
- IV. Treasurer's Report: Approval Financial Statements for April & May 2018
- V. Discussion and Approval: Foundry Agreement for 2018/2019 Visitors Guide - \$157, 950
- VI. Discussion and Approval: One Planet Living/UNWTO Certification and program - \$20,000
- VII. Discussion and Approval: ITI-Digital Web, Mobile, Social Media, Digital Mktg - \$305,000
- VIII. Discussion and Approval: Addendum to Turkel Brands Agreement – Signing IO's
- IX. Executive Director Report: Debbie Meihls
 - A. Report overview for May and June
- X. Old Business/Public Comment:

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

- XI. Adjourn

August 21, 2019 – County Council Budget Presentation
Next board meeting August 28, 2018



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

NSB City Hall, Minutes of Regular Board Meeting
Tuesday, June 26, 2018

Members Present: Betsy Baker, Mike Arman, Donna Ruby, Chad Truxall, Tom Clapsaddle, Jamie Dudley (via phone), Jim Rushing (10 mins. Late)

Members Absent:

Betsy Baker, Chair, called the meeting to order at 10:00 a.m.

Debbie Meihls called roll.

APPROVAL OF MINUTES APRIL 17, 2018

Donna Ruby a motion to approve the minutes from April 17, 2018, Mike Arman seconded, *all members in favor.*

CHAIR REPORT: BETSY BAKER

Betsy Baker mentioned that the 4th Tuesday, our new meeting dates starting June 26, 2017, shows a conflict in the month of December 2018, as it falls on Christmas, December 25th. This meeting will be moved to the third Tuesday, December 18th to accommodate this holiday. The other meeting dates are:

October 23, 2018

December 18, 2018

February 26, 2019

March 26, 2019 – Special Meetings for Event Grants

April 23, 2019

June 25, 2019

August 27, 2019

September 24th – special meeting for SVAA Board Retreat

TREASURER'S REPORT: FINANCIAL STATEMENTS: APPROVAL FINANCIAL STATEMENTS FOR APRIL 2018 & MAY 2018

Donna Ruby presented the financial information. Income and expenses were as expected, nothing out of the ordinary. A wire to the German Media house, ANSM Media did kick back but was resent. She also noted that bank charges have gone up this year as we are wiring monthly fees to our German Representative and United Kingdom Representative, in addition to any other media invoices in those markets.

Mike Arman made a motion to approve the financial statements for April 2018 and May 2018, Tom Clapsaddle seconded the motion to approve April and May. *All members in favor.*

DISCUSSION AND APPROVAL OF FOUNDRY AGREEMENT – 2018-2019 Visitor Guide

Foundry \$157,950:

Debbie Meihls presented the agreement for the Foundry to create and develop our second visitor guide with editorial, imagery and style by Travel & Leisure Magazine's endorsement. We have already sold approximately 4 advertisements in the new guide. This is a two-year guide, costs have remained the same but we did add some new features: FSC recycled paper, added 10 pages to the total page count, have paid for the Foundry to come and take photography for the cover and the guide and we get to keep and use all images, 56,000 quantities and includes all shipping costs. The current guide was recently shipped to Visit Florida Welcome Centers, Travel Shows in Boston and NYC and through our visitor fulfillment. The guide is available as a digital book on the website and iTunes and Google Play store.

Donna Ruby made a motion to approve the agreement with the Foundry for \$157,950 and Tom Clapsaddle seconded, All members in favor.

One Planet Living \$20,000

Debbie Meihls presented that the agreement will be to the corporation for Blue Community, UCC Whale Center. This is for a pilot program to develop a certification program for hotels, restaurants, and attractions to be certified as sustainable through the Sustainable Development Goals of the UNWTO and One Planet Living.

Chad Truxall made a motion to approve UCC Whale Center agreement for \$20,000 and Tom Clapsaddle seconded the motion, all members approved.

ITI-Digital \$305,000

Debbie Meihls presented the ITI-Digital agreement and explained that this covered website development, hosting, mobile app hosting and development, sweepstakes, native advertising content, blogs, social media management and reputation management, updates to parks and trails, and itinerary

building on the website. No cost increases and same type of fee structure from over a year ago. ITI has been a fabulous partner and gives us a lot more time than what is covered under the agreement. Tom Clapsaddle made a motion to approve and Chad Truxall seconded, all members in favor.

Addendum to Turkel Brands

Debbie Meihls presented that this addendum is to clearly define the new added role that Turkel will be taking on. It is in their agreement to many of these functions and because we had them work on the logo and brand development, we slowly will turn over a portion of the media buying, invoice, analysis and media schedule responsibilities. No additional dollars transact, just responsibilities. Mike Arman mentioned this is a good deal then.

Mike Arman made a motion to approve, Jim Rushing seconded, all members in favor.

EXECUTIVE DIRECTOR'S REPORT: DEBBIE MEIHLS

Debbie Meihls read the latest research from Research Data – Dr. Walter Klages.

Debbie Meihls gave her report.

- Tax receipts were up approximately \$27k March and April, bringing us up 6.38% YTD.
- Social media doing well. Top performers are Facebook, Twitter and Instagram.
- UK Tour Operators have many of our properties in their brochures and websites, sales in the UK are booking into 2023, up dramatically. Many believe Brexit is getting people to buy their vacations early.
- Staffing: Danielle is out on maternity leave, Vivian was out on workers comp and now resigned, Shelby is finishing her internship late July and will be back full time at that point. Courtnee Brokaw is our new communications manager.
- Film activity has been Interesting with topics of sharks and “love after lock up”.
- Regarding public relations,
- PUBLIC RELATIONS REPORT: Courtnee gave an update on public relations:
- They had 4 Brazilian writers in town this month and we are hosting two bloggers from Brazil on 6/26/18. She is working on the Cision database.

OLD BUSINESS

None to report

PUBLIC PARTICIPATION

Bob Davis – President of the Volusia Lodging Assn. Mentioned the September student scholarship meeting to promote our next leaders of the area. It's the 27th year, please attend or donate if you can.

Kathryn Peterson – ACA Mktg Mgr. – mentioned she is trying to get a hold of the Hampton Inn as the Lockheed Martin group stayed there and they cannot get a room night count? Not response to phone calls. Betsy Baker asked if she is emailing her as well? Tom Clapsaddle mentioned that he responds to email quicker than calls. Debbie Meihls explained that it is important to have the bed counts and vital to the grants. It's an educational process with the industry and as a peer asking its important pre/post stays to let everyone know we need to track business.

Lisa Martin – Interested resident – mentioned that more of the artist type events she felt would be better for the area and have a higher spend ratio. Debbie Meihls commented that is true based on research and with new marketing we are reaching out to a higher head of household demographic.

ADJOURN

Meeting adjourned at 11:15 am.