



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
June 20, 2017 – 11:00 a.m.

### **REGULAR BOARD MEETING AGENDA**

- I. Call to Order: Betsy Baker, Chairwoman  
Roll Call: Debbie Meihls
- II. Walter Klages Presentation – Research Data
- III. Franci Edgerly Presentation – ITI Digital
- IV. Approval of Minutes: April 18, 2017 General and Special Board Meeting and May 4, 2017 Workshop Trolley Project
- V. Chair Report: Betsy Baker
  - Workshop Date Proposed 10/18/2017 at 9:00 AM to 3:00 PM (if needed)
- VI. Treasurer's Report: Financials Statements: April and May 2017
- VII. Discussion and Approval for IT Support Services RSQ # 17-SQ-012017:  
Vann Data \$1,919.20 a month, \$23,030.40 a year.
  - Public Comment
- VIII. Discussion and Approval of Trolley Project Matching Three-way Contribution of \$58,333
  - Public Comment
- IX. Executive Director Report: Debbie Meihls
  - Updated Budget and Media Schedule 2017-2018
- X. PR Report: Megan DeBello
- XI. Old Business/Public Comment:  
  
Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XII. Adjourn

## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

NSB City Hall, Minutes of Regular Board Meeting  
Tuesday, June 20, 2017

---

**Members Present:** Mike Arman (by phone), Betsy Baker, Donna Ruby, Chad Truxall (by phone), Erik Lumbert, Jamie Dudley and Tom Clapsaddle.

**Members Absent:**

Betsy Baker, Chairwoman, called the meeting to order at 11:00 a.m.

Debbie Meihls called roll.

### **WALTER KLAGES PRESENTATION – RESEARCH DATA**

Walter Klages president of Research Data, representing the market/research company that is collecting and compiling the visitation data for New Smyrna Beach Area. They do this for 11 other companies so they have a lot of comparison and comparative statistics available to them. The visitation comes from the US, Canada, European that breaks into 2 blocks UK and German market. The number of visitors during the period of October 2015 to September 2016 year was 320,500 this includes stays in hotels, motels and condos. It doesn't include the in-home visitor because there is no way to have a handle on that. The estimated room nights generated was 539,500, expenditures 190 million, total economic impact was 295 million.

### **FRANCI EDGERLY PRESENTATION – ITI DIGITAL**

Franci Edgerly expressed excitement about launching the new website. It is a soft launch. They are still working on the coding. They are testing and looking at different browsers, and devices that the users are using. There are endless adjustments that happen along the process. It all relates to content making adjustment how it displays. They look at Google analytics to see which pages people are interested in. They are looking at search engine automation, speed of the site for the design. In regards of marketing perspective, they are interested in the user experience. Websites used to be a basic inventory of what destinations have. Now they are a communication channel. Events are very important for the destination. It is on the top 5 if not number 1 visited page. People that come to the event page usually are going to travel between 14 days. They created a software that aggregates all events. This mean that all events created on Facebook or Event Bright will be integrated. They are taking advantage of social media. Facebook provides the developers with an API, which is the data feed that includes all the event details. The Bureau can partner with every small business in the community and promote their events activities that is a huge advantage to the visitors.

Betsy Baker asked how does it gets to the website. Franci Edgerly explained that it goes to a management platform and then it downloads the content from Facebook. They set up a geofence where

they delineate the miles radius, then the staff at the Bureau goes in and approves the content and then it publishes. The Editor's Choice is where the content management want so show a little extra love to the event. Partners can pay to be there at full discretion of the Bureau.

Jamie Dudley asked where the booking tool is taking the information from. Debbie Meihls explained that it connects directly to the properties' website.

Tom Clapsaddle requested to hold a social media training for the people that don't understand how to do this. Debbie Meihls said that they had one back in November with Franci Edgerly, but unfortunately not too many people attended. She said that they could do another one. Debbie Meihls also showed that there is also other information listed on the website such as SVAA information, Tourism Ambassadors Program, beach cam, aerial views and partner login page. Dining, events and social media have been geofenced and pulled into the site.

Franci Edgerly said that New Smyrna Beach Area VB is the first one using the software, the integration and the strategies behind. It is more than just a website because the Visitor Bureau can interact with the visitors online.

**APPROVAL OF MINUTES APRIL 18, 2017 REGULAR AND SPECIAL BOARD MEETING AND MAY 4, 2017 WORKSHOP TROLLEY PROJECT**

Donna Ruby made the motion to approve the minutes from April 18, 2017 regular and special board meeting, May 4, 2017 workshop trolley project. Tom Clapsaddle seconded, all members in favor.

**CHAIR REPORT: BETSY BAKER**

Betsy Baker said that they have a proposed date for the yearly board workshop for October 18, 2017 9:00 AM- 3:00 PM. Possibly at ACA. She asked the board to mark their calendars because is very important to get together as a board and discuss and plan.

**TREASURER'S REPORT: FINANCIAL STATEMENTS: APRIL AND MAY 2017**

Donna Ruby presented the report. She stated that collections were 186,780.48 which is 20% over April of 2016. All expenses are as budgeted. Tom Clapsaddle made the motion to approve the financial statements for April and May 2017, Erik Lumbert second, all in favor.

**DISCUSSION AND APPROVAL FOR IT SUPPORT SERVICES RSQ # 17-SQ-012017 VANN DATA \$1,919.20 A MONTH, \$23,030.40 A YEAR**

Debbie Meihls reminded the board that on the last board meeting they approved her to go and negotiate with Vann Data. Currently they are paying around \$25,000 a year they negotiated the contract for approximately \$23,000 getting the same services. They have been working with Vann Data for quite some time so they wanted to make sure they renewed the contract. They are pleased with their services

and have been working with them in some other areas and they feel confident that they are in good hands. Donna Ruby made the motion to approve the IT Support contract with Vann Data, Jamie Dudley seconded, all members in favor.

**DISCUSSION AND APPROVAL OF TROLLEY PROJECT MATCHING THREE-WAY CONTRIBUTION OF \$58,333**

Tony Otte, Economic Development Director from the City of New Smyrna Beach, stated that the City Commission approved the submission of the FDOT grant application. The approval was done with the condition that if a grant award is made, and the project when implemented was deemed to be successful, the benefiting businesses would make a commitment to completely fund the trolley project going forward beyond the grant period. That commitment needs to be in place before the grant is accepted. FDOT will announce the grant award between July and October 2018. During that period, he is going to be working to develop several funding options that he will take to the benefiting businesses groups and individual businesses in Canal, Flagler and 3<sup>rd</sup> Avenue. City commission at the June 13<sup>th</sup> meeting voted to ask SVAA and Volusia County Council to join them in a three-member partnership to provide the funds for the match. The City is responsible for the match as stated in the grant application, but anticipated that there will be a three-member partnership. Each member will contribute \$58,333 for a \$175,000 match amount. The actual grant application is for a project that costs \$360,000. They anticipate \$10,000 coming from fare and advertising revenue.

Tony Otte expressed that the City is requesting that SVAA and Volusia County to commit to include in their FY 2018-19 budget the match amount \$58,333.

Betsy Baker asked if the benefiting businesses know they are “benefiting businesses.” She also asked if these people have been identified, do they know they have to contribute with a certain amount of money, if so how is it determined. Tony Otte stated that he was in the process of designing a model with different option and the main group he has spoken to is Flagler Avenue. They have been the ones working on the project for a while. Canal Street and 3<sup>rd</sup> Avenue have sent representatives to the meetings held in the past. He was sure that there are some businesses that are not aware that they will be asked to participate. It requires money that is why they don’t have a trolley today.

Tom Clapsaddle asked for some clarification regarding the meeting with the merchants for contributions after the project gets started. Tony Otte stated that they are not part of the initial grant period. The initial proposal doesn’t anticipate contributions from businesses money.

Debbie Meihls stated that she was under the understanding that this was a reimbursable grant, so they would have to have the full funding for the trolley. Then, get reimbursed for the portion of the grant so they would need the investment from the business sector. Tony Otte is anticipating that if he has the money from the partners he can stretch the money until he can get reimbursed.

Chad Truxall asked what was the contribution expected from the businesses. Tony Otte said it was \$282,000 based on the first preliminary figures from SVAA PowerPoint presentation. This doesn’t

include the startup costs such as fare box, making the stops ADA accessible, tracking technology so the visitors can track the trolley.

Erik Lumbert asked if the grant funding was awarded by FDOT who would own the project. Tony Otte said that the City is responsible for the project overall because they are the applicant for the grant. Once the trial period is over is going to be delegated to the businesses or a group that includes all three benefiting businesses groups. He anticipates that some of the decision might be made by vendor Votran.

Chad Truxall also wanted to state for the record that he thinks the management part is as important as the funding but he didn't think the Bureau should be involved in that aspect.

Donna Ruby asked how long was the grant period. She wanted to make sure that the SVAA commitment was only for one year. Tony Otte stated that was correct; to look at it as a pilot project to determine if this project is worthy of business support.

Lisa Martin, citizen of New Smyrna Beach, had a few questions regarding the project.

- What is the criteria for success?
- What is objective of the Trolley?
- What is the return of investment?
- What is the market they are going after?
- If it is gear towards employees using the trolley transportation and the majority of restaurants close at 9 or later, the employees would not be able to use it.

Erik Lumbert suggested going for RFP to tighten up the numbers. While Votran might be more than qualified to run the project, there might be other entities that have done this in the past. Tony Otte will be contacting FDOT to see if after the trial period they can go to another provider. Votran was listed on the grant application. Erik Lumbert also expressed concern about having to lease another vehicle as a backup. He thinks Votran should be able to service the one vehicle for 4 days and then use it for three days. Tony Otte agreed with that comment, but he said the only thing that hold the service together is the reliability.

Mike Arman expressed that he didn't see why the backup vehicle had to be the same as the original service.

Betsy Baker said that they could make a motion to approve the contribution with certain contingencies upon state holders contributions, award made by FDOT, businesses forming a group and taking over the project, only during grant period for 1 year.

Erik Lumbert made a motion to approve a onetime contribution of \$58,333 for fiscal year 2018-19 subject to matching contributions from City of New Smyrna Beach, Volusia County, and grant award for

\$175,000 from FDOT, include RFP for operating cost that are above \$10,000, business support from local communities after the period of one year. Donna Ruby seconded, Tom Clapsaddle and Jamie Dudley were opposed, the rest of the board members were in favor.

#### **EXECUTIVE DIRECTOR'S REPORT: DEBBIE MEIHLS**

Debbie Meihls informed that Visit Florida was fully funded to their original \$76 million, but there are a few caveats with it. She has given Giffin Chumley a copy of the legislation and he will be looking at it. She explained that if 50% of the budget comes from bed taxes there is an itemized budget requirement on the Visit Florida website as well as on their own website and some other parameters. Any type of transaction based on work they do with Visit Florida would require those actions. Obviously, the legislator wanted to enact a lot more transparency with the state organization. Is up to all DMOs to decide if they want to remain partners with Visit Florida and they will have to adhere to these extra hurdles and posting of data with the State. If they don't work with them directly they will still refer leads and that will not count as a transaction. Attending the governor's conference, the work with the welcome centers and being a member is considered a transaction. SVAA is already transparent so some of the extra steps it just means more transparency which is never a problem. She wanted to get the input from the board.

Donna Ruby stated that there was not enough information to discuss because this process is so new. She said that they could discuss this again in August and see what the other members are doing and just be late with their application. Debbie Meihls said that they did renew their membership because she didn't think there would be such limiting verbiage in the legislation.

Tom Clapsaddle said that if they already renew the membership they could limit the amount of transactions they do with Visit Florida. They should see how it is over the next year and by that time things may change again. Utilize what they have access to and just take a second look at it before jumping into it.

Betsy Baker agreed with Tom and they are already transparent so she doesn't see any problems with that.

Debbie Meihls gave an update regarding the advertising co-ops. The deadline is approaching and they have one order from a property management. They have heard from a few partners that would like to be included and they are waiting to receive their forms.

There has been discussion regarding running remote offices. The Ring Gallery has offer some space for a satellite office to help visitors on Flagler Avenue. There has been communication with Marine Discovery Center with Chad Truxall to do something similar. Debbie Meihls is checking with Giffin Chumley regarding liability issues and make sure they are covered. Betsy Baker suggested to approach a partner in Canal Street to get everything covered.

They are working on a photography RSQ that will be going out in a few weeks. She is working in the budget for next year. They received the letter from the County for the budget for next year for a total of

\$2,080,227. There will be a little roll over from this year due to cooperative dollars for the visitor guide and they are above the tax intake so far, this year.

Open enrollment for benefits is going on right now and will be over at the end of the month.

**PR REPORT: MEGAN DEBELLO**

Megan DeBello reported that the social media is going very well and strong. She thanked for all the support and all the in-kind donations for all the groups that have visited the area. She has sent a few press-releases national and international media outlet that had great online pickup and engagement. They were picked up in California, Philadelphia and Brazilian site so it was very exciting.

All the recent groups that visited the area have given great feedback they love the area, friendly towns and laidback atmosphere. A German/Swiss/Austrian group just left and loved the area.

She has been working on DBPR regulations for hotel and restaurant licenses making sure they are in order so they can be posted on the website.

Betsy Baker requested to post a link on the website to How to do Florida episode.

**PUBLIC PARTICIPATION**

None.

**ADJOURN**

Meeting adjourned at 12:41 PM.