



**February 23, 2021**  
**BOARD MEETING AGENDA**  
210 Sams Avenue, NSB, FL 32168

- 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 15, 2020 board meeting.
- III. **Daytona Beach Intl Airport** – Karen Feaster/Joanne Magley – update on renovations, upcoming services and community support letter. Discussion on community support of \$10,000.
- IV. **Chair Report** – Betsy Baker – April 20, 2021 Next meeting.
- V. **Treasurers Report** – Donna Ruby will discuss and present the October, November December, and January, financials for approval for audit.
- VI. Review and Approval of the updated **SVAA Policy & Procedures** – updated to incorporate county approved guidelines, formatting, DMAP standards.
- VII. Review and Approval of the updated **SVAA Bylaws** – updated to incorporate county approved guidelines, formatting, DMAP standards.
- VIII. Review and Approval of the updated **SVAA Employee Handbook** – updated to incorporate AUE Staffing approved guidelines – Virus and Remote work policies added.
- IX. Review and Approval of **Photography shoot for \$50,000.** – Relebrand has secured the same photographer to get signature images of the area for future brand campaigns and promotions.
- X. Review and Approval of **Videography shoot for \$50,000.** – Relebrand/NSBVB has secured video shoot to enhance our brand campaigns and promotional efforts.
- XI. **Research Data Services** – Anne Wittine will present the quarterly visitor demographics and travel pulse sentiments for Covid-19.

- XII. Review and Approval **2021 Marketing Campaign Feb -April** - Roberto Schaps – Relebrand-Marketing update.
- XIII. Franci Edgerly – **ITI Digital update** on website and social.
- XIV. Deborah Stone and Angela Wither –**Pineapple PR** - Update on Public Relations
- XV. CEO Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report.
- XVI. Old Business:
  
- XVII. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XVIII. Board Comments:
  
- XIX. Adjourn

**Next Meetings:**

**2020/2021 Fiscal Year Meetings:**

- ~~• October 27, 2020 – Research~~
- ~~• December 15, 2020 – Audit Results~~
  
- February 23, 2021 – Research & Advertising
  
- April 20, 2021 – Budget and Marketing Plan
  
- September 28, 2021 – SVAA Board Meeting Workshop