



Southeast Volusia Advertising Authority

**ZOOM MEETING**

New Smyrna Beach, FL 32168 April 28,

2020 – 10:00 a.m.

Revised: April 24, 2020

**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~~

During this time of extraordinary circumstances dealing with the Declared Emergency associated with COVID-19, the SVAA/NSBVB is temporarily transitioning to online public participation comments for SVAA Board meetings consistent with the goals of the Governor’s Executive Order 20-91, Essential Services and Activities during the COVID-19 Emergency.

In lieu of in-person public participation, the SVAA is providing an online public participation form prior to each SVAA Board meeting for submission to the SVAA Board members of the public that still desire to make comments.

The Public Comment form will be open until the end of the SVAA Board meeting. Comments submitted prior to 5 p.m. on Monday, will be provided to the SVAA Board before the meeting. Any comments submitted after 5 p.m. Monday, April 27, 2020, but before the conclusion of SVAA Board meeting, will be provided to SVAA Board at the end of the meeting. Online form can be found at <https://visitnsbfl.com/svaa-information>

If you have issues with the virtual public participation form, please contact [comments@volusia.org](mailto:comments@volusia.org)

- II. Approval of Minutes: February 25, 2020
- III. Chair Report – Betsy Baker
  - A. NTW Luncheon is cancelled. We will look to a future date or wait until next year.
- IV. Treasurer’s Report: Donna Ruby  
Discussion, Review and approval to file for audit the Financial Statements for February & March 2020.
- V. Discussion, Review and Approval Fiscal Year 20/21 Budget and Marketing Plan Presentation by Debbie Meihls and Roberto Schapps.
  - A. Present the “Revised” SVAA Budget and marketing plan for FY 19/20 (current year) also called the “Recovery Plan”
  - B. FY20/21 Budget.



VI. Discussion, Review and Approval for Agreements and the Following RSQ's – Continuation from February 25,2020 meeting.

- A. Proposed/Revised Budget for FY20/21
- B. ITI Digital Media/Website/Social Plan – Proposal amount to remain the same as this year, developing a “Virtual” items and Partner Portal. \$405,000
- C. Visitor Guide – Proposing that we do not use either of the candidates that submitted the RSQ. Relebrand can recreate the guide, we can use “Print on Demand” and allows us to have two versions of the guide for half the cost. Printing would be in marketing budget.

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

VIII. Old Business/Public Comment:

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

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X. Board Comments:

XI. Adjournment



Next Meetings:

**2019/2020 Fiscal Year Meetings:**

~~October 22, 2019 — NSB City Hall Chambers — Research~~

~~December 17, 2019 — Audit Results~~

~~February 25, 2020 — Research & Advertising~~

~~April 28, 2020 — Budget and Marketing Plan — Zoom Meeting~~

June 23, 2020 – Covid-19 and Research - Zoom Meeting

August 25, 2020 – Budget and Marketing Plan updates – Zoom Meeting

September 22, 2020 – SVAA Board Workshop – Zoom Meeting/ Location TBD



**SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

**Minutes of SVAA Board Meeting**

**Tuesday April 28, 2020 10a.m.**

Zoom Meeting

New Smyrna Beach, FL 32168

**Meeting Called to Order:** Betsy Baker- Chair, called the meeting to order at 10:06 am.

**Roll Call:** Debbie Meihls did the roll call.

**Members late to join:** Chad Truxall and Tom Clapsaddle

**Not Present:** All present

**Staff Present:** Debbie Meihls, Elizabeth Gifford, Brooke Gaffney- Volusia County Attorney.

**Approval of Minutes: February 25, 2020**

Donna Ruby made a motion to approve the minutes. Lilli Sheller seconded the motion. *All members in favor.*

**Public Participation:** Kathryn Peterson from Atlantic Center for the Arts stated that they had to cancel the Artist Residency Programs for the summer, as well as, some workshops. She also commented that they have been able to move most of their programs online and offering Facebook Live Events every Saturday to the public. Debbie Meihls mentioned that we have been promoting their online events via our website and newsletters.

**Chair Report: Betsy Baker**

- Betsy informed everyone that the National Tourism Luncheon on May 7<sup>th</sup>, 2020 has been cancelled and we look forward to rescheduling later this year.
- Betsy stated the August 25, 2020 board meeting is to be cancelled. Betsy asked if it was necessary to cancel the August 25, 2020 board meeting now. Debbie Meihls explained there will be a time conflict because SVAA is to present the budget to the Volusia County Council on that day at 10:00 am. Debbie stated we could hold the board meeting later in the day or one week prior. Debbie also informed that the board meeting could be held in September and that would meet the guidelines of having one board meeting per quarter.
  - **Tom Clapsaddle made the motion to move the board meeting to September. Jim Rushing seconded the motion. All in favor.**
  - Betsy offered further discussion. Donna Ruby expressed concern that after our meeting in June there would be a long time before our next meeting. Debbie mentioned we could have a special meeting but happy to do what the board recommends. Betsy asked if the board would like to plan on calling a special meeting after June, if needed. Jim Rushing and Dona Ruby both expressed that would be fine.



### **Treasurers Report: Donna Ruby**

- Donna shared that the financials for February and March are in the board books. She said she reviewed them, and everything is in order. All expenses are in line and the budget has been followed.
- Donna stated moving forward that Debbie has re-forecasted the budget to keep the numbers positive. Stating in turn, we should not have to use the reserve funds for any type of operation. Therefore, we will have reserves, if needed, when we reenter the marketplace.
- Donna commended Debbie for taking the initiative to renegotiate contracts and payments with vendors.
- Chad Truxall asked Debbie what tools she used for forecasting. Debbie explained she looked at historical figures and other data to forecast. Thus, for March she factored a 50% revenue decline from March 2019, and April through September reflects 5% of the revenue based on last fiscal year's revenue. Debbie stated that these numbers will be revisited as we learn more. Debbie stated Research Data shared that New Smyrna Beach did better than most other destinations in Florida for the month of March, and that we are seeing an increase in demand for website and phone inquiries. Debbie commented that next fiscal year's budget is projected at \$1,850,000 (million). Debbie stated County will provide updated projections in May for this FY and the following FY, and at that point Debbie will update the budget and present it at the June board meeting.
- **Chad Truxall made the motion to accept the treasurer's report for filing. Tom Clapsaddle seconded the motion. All members in favor.**

### **Discussion, Review and Approval of Fiscal Year 20/21 Budget and Marketing Plan: Debbie Meihls and Roberto Schapps**

- Debbie presented the revised FY 19/20 for \$1,850,000. The adopted FY 19/20 budget is \$2,200,000. Debbie also presented the FY 20/21 requested budget of \$1.850,000. Debbie explained the budget has funds allocated for only three full-time positions and necessary line items. Jim mentioned that the personnel line workers compensation appears to be incorrect. Debbie thanked Jim for catching that and said that the typos will be corrected. It was also mentioned that we are exploring other options regarding a physical visitor center.
- Roberto and Debbie presented the Recovery Plan with new creative messaging and timing. The Recovery plan will be implemented in three phases: short-term, mid-term and long-term. Short-term and mid-term marketing efforts will focus on newsletters, website, social media and partner outreach. Long-term will focus on newsletters, website, social media, partner outreach and tactical marketing. Roberto presented the creative messaging for the various stages and expressed we will continue the laid-back luxury campaign while using new tactics and messaging.
- **Donna Ruby made the motion to approve the proposed budget for fiscal year 20/21. Tom Clapsaddle seconded the motion. All members in favor.**



## **Discussion, Review and Approval for Agreements and Following RSQ's – Continuation from February 25, 2020 board meeting.**

- Debbie explained ITI Digital Media/Website/Social proposal for fiscal year 20/21 in the amount of \$405,000. She explained the proposal amount is the same as this fiscal year. ITI will also develop a “virtual” visitor center and a more robust partner portal for this amount.
- **Chad Truxall made the motion to approve ITI Digital Media’s proposal for fiscal year 20/21. Donna Ruby seconded the motion. All members in favor.**
- Debbie shared that Relebrand can bring the Visitor Guide in-house and offer sustainable on-demand printing. Roberto shared that we can update the current guide, as well as, create a strong digital piece. This allows us to reduce the budget in half. On-demand printing would come out of the marketing budget.
- Jim Rushing expressed this would change the advertising sales strategy. Debbie concurred and said the sales kit would be updated if approved.
- **Jim Rushing made the motion to approve the cancellation of the RSQ and for Relebrand to take over the guide. Tom Clapsaddle seconded the motion. All members in favor.**

## **Executive Director Report: Debbie Meihls**

Debbie provided an overview of efforts to lower costs. Debbie explained through her negotiating she was able to gain assistance from the following:

- Clean Pix – image software on web \$595 reduced to \$300 April to infinite.
- AT&T placed 4 of the 6 phones on “Vacation” mode for 180 days, for only \$10 a month, so \$40 a month for the 4 phones for the next six months until September 2020.
- Vann Data, our IT company will not charge us for the 6 workstations not being used, so we went from an \$1,120 service bill to \$420 service bill. Also, forwarding emails to Elizabeth and myself to consolidate email boxes.
- Cancelled upcoming water deliveries for the Visitor Center.
- Our UK and German representation discontinued any work as of March 13, 2020.
- Book Direct/Simpleview booking widget on the website waived April 2020-June 2020 for an immediate savings of \$1,875,

Debbie explained she is still working with Spectrum and the landlord. Betsy Baker thanked Debbie her excellent work in consolidating bills. It was also noted that three staff members were laid off for budget purpose.

**Old Business/Public Comment:** Kathryn Peterson from the Atlantic Center for the Arts said good job for all our work and quickly moving everything. Debbie commended Atlantic Center for the Arts for their partnership and hard work as well.

**Board Comments:** No Board Discussion or comments made.

**Adjourn:** Meeting adjourned at 11:23 a.m.