



Southeast Volusia Advertising Authority  
Board Meeting at SVAA Office  
2238 State Road 44, NSB, FL 32168  
February 22, 2022 – 10:00 AM -12:00 PM

### **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 the Minutes** from the December 14, 2021, Board Meeting
- III. **Chair Report** – Betsy Baker
- Reminder of the upcoming meetings
  - **April 26, 2022** – Marketing & Budget Approval for FY22/23
  - September 27, 2022
  - These meet the statutory quarterly requirement for board meeting.
- IV. Discussion and Approval for new creative and budget for FY22/23 Advertising: Roberto Schaps, CEO Relebrands to provide update and Advertising & Marketing Campaigns focus for FY22/23 - \$1,000,000.
- V. Discussion and Approval for new Digital Campaigns/Web/Social/Mobile: Franci Edgerly, CEO of ITI Digital to provide update and Digital/Web Campaigns preliminary focus for FY22/23 - \$713,500.
- VI. Anne Wittine from Research Data to present Fall 2021 and Dashboard through December 2021.
- VII. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.
- January Financials
  - December Financials

- VIII. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.
- IX. **Old Business:**
- X. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XI. **Board Comments:**
- XII. **Adjourn**

**2021/2022 Fiscal Year Meetings:**

~~October 26, 2021 – Research: Zartico, Research Data, Sunshine Law Review.~~

~~December 14, 2021– Audit Results & Master Plan and 3 year strategic plan approval.~~

February 22, 2022 – Research & Advertising updates for FY21/22

April 26, 2022 – Budget & Marketing Plan Approvals FY22/23

September 27, 2022 – Year End Review and Workshop for FY22/23 Mktg.

**\*These meet the Statutorily quarterly requirement for board meeting**

**2020/2021 Fiscal Year Meetings:**

~~October 27, 2020 – Research~~

~~December 15, 2020 – Audit Results~~

~~February 23, 2021 – Research & Advertising~~

~~April 27, 2021 – Budget and Marketing Plan~~

~~June 22, 2021 – Research~~

~~August 24, 2021 – Budget and Marketing Plan updates~~

~~September 28, 2021 – SVAA Board Meeting Workshop~~