



Southeast Volusia Advertising Authority
Board Meeting at NSBVB Offices
2238 State Road 44, NSB, FL 32168

Wednesday, May 6, 2026 – 9:00 AM -11:00 AM

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 board-members.

Consent Agenda:

- II. **Approval of the Minutes** of February 24, 2026, SVAA Board Meeting
- III. **Treasurers Report** – Donna Ruby presents the following financials for filing for audit.
- A. February 2026 Financials
 - B. March 2026 Financials

END Consent Agenda

- I. **Chair Report** – Betsy Baker
- A. National Travel & Tourism Breakfast Thursday 5/7 at Brannon Center – 8am - 9:30AM. Tourism Business Fair 9:30am -11am.
- II. **Discussion and Approval RSQ Accounting Services – RSQ-020626 - \$10,366** annually. Conrad Consulting, CPA has submitted and seeking approval to start migrating services and turnover 09/30/26.
- III. **CEO Marketing** update presented by Debbie Meihls.

IV. **Partner Report**

- A. Downs & St. Germain Research – updated research
- B. Relebrand – FY26/27 Media Plan
- C. ITI Digital – FY26/27 overview
- D. Pineapple Public Relations – Public Relations FY 26/27 overview

VI. **Old Business:**

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

VIII. **Board Comments:**

IX. **Adjourn**

2024/2025 and 2025/2026 Fiscal Year Meetings

~~September 23, 2025 – Marketing Workshop and Meeting.~~

~~October 28, 2025 – Research year in review. UK Presentation.~~

~~December 16, 2025 – Audit presentation James Moore, CPA, Sunshine Law Review.~~

~~February 13, 2026 – Special Meeting to approve the 3 Year Strategic Plan~~

~~February 24, 2026 – Advertising and Digital preview of next fiscal year.~~

May 6, 2026 – Marketing Plan and Budget Presentation FY26/27.

September 22, 2026 – Board Workshop: Budget, media presentation by agencies.

October 27, 2026 – Sunshine Law Review

December 16, 2026 – Audit presentation James Moore CPA.

**These meet the Statutory quarterly requirement for board meeting*