



Southeast Volusia Advertising Authority
Board Meeting at
Brannon Center - 105 S Riverside Dr NSB, FL 32168

Monday, December 16, 2025 – 1:00 PM -4:00 PM

BOARD MEETING AGENDA

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.

Vivian Mur, VP Tourism -Travel Spike – Presentation of Advertising Award – Magellan Award – Travel Weekly.

James Moore CPA: Zach Chalifour presents the audit of SVAA FY24/25

Approval of the Minutes of October 28, 2025, SVAA Board Meeting

Chair Report – Betsy Baker

- a) February 24, 2026, Meeting will be at the NSBAVB Office.
- b) Final approval of 3-year strategic plan at Feb26 Meeting.

Treasurers Report – Betsy Baker for Donna Ruby presents the following financials for filing for audit.

- a) September 2025 Financials Final FY24/25
- b) October 2025 Financials
- c) November 2025 Financials

Discussion and Approval of the 10- Year Master Plan. Presented by Cassandra Gilbertson and JeVonna Sampson of NextFactor, Inc.

Discussion of the 3-year strategic plan (for approval at the February 2026 meeting).

**Need to end meeting by 3:45pm so that we can all be ready for the Holiday Mixer in the Ballroom with the tourism industry.

Debbie Meihls, CDME - CEO Marketing update presented by Debbie Meihls.

Partner Reports – If Time P–

- i) Downs & St. Germain Research
- ii) Relebrand – Cannot attend due to family illness
- iii) ITI Digital
- iv) Pineapple Public Relations

Old Business:

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

Board Comments:

Adjourn

2025/2026 Fiscal Year Meetings

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

December 16, 2025 – Audit presentation James Moore, CPA, NextFactor, Inc. 10-Year Plan / 3-Year Strategic Plan. Holiday Mixer 4-6pm

February 24, 2026 – 3 Year Strategic Plan Review and Approval. Advertising and Digital preview of next fiscal year.

April 28, 2026 – Marketing Plan and Budget Presentation FY26/27.

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



Southeast Volusia Advertising Authority
2238 State Road 44, New Smyrna Beach, FL 32168
Meeting Held at the Brannon Center NSB

December 16, 2025 – 1:00 -4:00 PM - SVAA Board Meeting Minutes

Meeting Called to Order 1:01 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Mike Arman, Chad Truxall, Richard England, Rebecca Zerussen

Members Absent: Jamie Dudley, Donna Ruby

Staff Present: Deborah Meihls, Kinyatta Wright

County Staff: J. Giffin Chumley, Assistant Volusia Attorney

Partners Present: Franci Edgerly- ITI Digital, Aline Gill- ITI Digital, Deborah Stone -Pineapple PR, Angela Winther - Pineapple PR, Joseph St. Germain - Downs & St. Germain.

Public Participation: None

James Moore & Co. – Zach Chalifour: Presented the audit results for FY2024-2025. Audit was clean, no comments, no significant risks. Tax revenues for FY24/25 were \$3,495,127 \$237k (7.3%) increase of prior year. **Richard England made a motion to approve the audit report, Chad Truxall seconded the motion, and all board members were in favor.**

Travel Spike Media – Vivian Mur, VP of Tourism: Ms. Mur presented the NSBAVB with the Silver Magellan Award for excellence in tourism marketing. Recognizing the innovative use of technology and cross-device, cross-channel integrated programs offered at Travel Spike along with amazing results.

Approval of the Minutes: The minutes from October 28, 2025, SVAA Board meeting were approved. **Rebecca Zerussen made a motion to approve, Richard England seconded the motion, and all board members were in favor.**

Chair Report: Chairwoman Baker called attention to the February 24, 2026, SVAA Board Meeting at the NSBAVB Offices, noting that the Strategic 3-year plan will be approved at the meeting.

Financial Reports: Chair Baker presented the following financials to file for audit. (Treasurer, Donna Ruby Absent) All expenses as planned.



CEO Report:

- **Marketing:**
 - Introduction of Kinyatta Wright, Communications Manager for NSBAVB.
 - No partner reports due to length of this meeting.
 - Holiday Mixer immediately following 4 PM – 6 PM.

NEXTFACOR INC. Presentation by Cassandra Gilbertson, Manager Director

- Cassandra and her team presented the 10-year master plan evolution, now referred to as a stewardship plan, based on resident feedback from over 1,500 survey responses. The survey results showed strong resident pride (51% very proud) and positive perceptions of the area's beaches, arts, and culture, though concerns were raised about traffic, parking, and development. The board will review the updated strategic plan at their February 24th meeting.
- The meeting focused on reviewing resident sentiment and stakeholder perception surveys for the destination. Key findings included becoming a "Trailblazer" in destination assessment, with strong scores in community alignment and some areas of strength in destination assets. Residents generally support tourism but want to preserve the area's character, with concerns about parking, congestion, and spring break perceptions. Strategic goals were updated to focus on evolving tourism support, developing visitor experiences, and coordinating regional events. Initiatives were outlined to enhance resident engagement, support industry needs, and improve training and technology. The team discussed challenges in coordinating with various stakeholders and the need for better communication strategies.
- Key points included expanding ecotourism offerings, supporting arts and culture, enhancing transportation options, and streamlining event planning across the region. The group noted significant progress made in the past three years and discussed updates to the plan, including consolidating some initiatives and adapting to new developments in the area.

Break 2:37 PM – Meeting called back to order at 2:47 PM

- The board discussed and approved strategic goals for the organization, including promoting tourism, sustainability, and community engagement. They explored ways to improve event coordination, marketing efforts, and partnerships with local governments and businesses. The group also considered implementing a certification program for sustainable practices and discussed potential collaborations with Daytona State College for hospitality training programs.
- The board discussed several key initiatives for the next three years, including developing a strategic communications plan focused on local stakeholders and residents, updating organizational policies, and enhancing sustainability engagement. They identified the need to improve photo assets for the website and create a board recruitment strategy. The group also explored the possibility of developing a membership program, with the Board of Realtors expressing interest in joining as members to gain access to visitor dashboards and metrics.



- The board discussed diversifying funding through membership and partnership programs, with a focus on developing a strategic communication and advocacy plan for local stakeholders. They identified the need to hire a sales professional and develop a group sales strategy, as well as create professional development plans for staff. The group also discussed the importance of monitoring development in surrounding cities to ensure alignment with the tourism mission. They concluded by prioritizing several initiatives and agreeing to review a detailed strategic plan in February 2024.

A motion was made by Richard England to approve the Stewardship plan with these recommendations. Mike Arman seconded the motion and all board members approved.

Partner Reports: No partner reports were given.

- Joseph St. Germain from Downs & St. Germain
- ITI Digital
- Pineapple Public Relations

Old Business/ Public Comment: NONE

Board Comments: NONE

Adjourn: Meeting was adjourned at 3:38 PM

THESE MINUTES APPROVED BY THE SVAA BOARD ON: February 24, 2026