



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

Tuesday, February 24, 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 13, 2026, SVAA Special Board Meeting
- III. **Treasurers Report** – Donna Ruby presents the following financials for filing for audit.
- A. December 2025 Financials
 - B. January 2026 Financials

END Consent Agenda

- I. **Chair Report** – Betsy Baker
- II. **CEO Marketing** update presented by Debbie Meihls.

III. **Partner Report**

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

VI. **Discussion & Approval of FY26/27 Budget & Media Plan** - \$4,721,782. Media reserve \$2,000,000 = \$6,721,782. total budget

VII. **Old Business:**

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

IX. **Board Comments:**

X. **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 – Research year in review, UK Office

December 16, 2026 – Audit presentation James Moore CPA, Sunshine Law Review.

*These meet the Statutory quarterly requirement for board meeting



Southeast Volusia Advertising Authority
2238 State Road 44, New Smyrna Beach, FL 32168

February 24, 2026 - SVAA Board Meeting Minutes

Meeting Called to Order 9:00 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Mike Arman, Donna Ruby, Chad Truxall, Jamie Dudley, Richard England and Rebecca Zerussen.

Members Absent: None

Staff Present: Deborah Meihls

County Staff: Giffin Chumley, Assistant Volusia Attorney

Partners Present: Roberto Schaps, Franci Edgerly, Deborah Stone, Angela Winther, James Brendel DSG,

Public Participation: None

Approval of the Consent Agenda (Minutes and Financials): Donna Ruby made a motion to accept the Consent Agenda, Richard England seconded the motion, and all board members were in favor.

Chair Report: Reminded everyone of the May 6th meeting and May 7th is Annual NTTW Breakfast.

CEO Report:

D. Meihls reported the CEO report in the portal, spoke about TD Bank updates, and latest CDT taxes show up 8.50% for January 2026. Meihls introduced to the partner reports to showcase the budget for next year.

- Roberto Schaps from Relebrand -presented year to date metrics on marketing and where we want to be next year. Budget the same currently.
- James Bendel- DSG – reported the October – December numbers and will present the January – March numbers in May.
- Franci Edgerly – ITI Digital – presented update on this year’s updates to website and next year focus on mirroring this to the mobile application. Digital marketing to focus on partner marketing and destination marketing.

- **Break 10:32 – 10:37 – Chair called the meeting back to order**
- Deborah Stone, Angela Winther – Pineapple PR – presented Feb26 report. Went into next fiscal opportunities and new familiarization trips.

FY26/27 Budget Presentation:

D. Meihls presented the budget for next year. \$4,721,782 and reserves \$2,000,000 for a total budget of \$6,721,782

Richard England made a motion to approve the budget, Chad Truxall seconded the motion, and all were in favor. Budget passes.

Old Business/ Public Comment: None

Adjourn: Meeting was adjourned at 11:15 am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: May 06, 2026