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*

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

May 06, 2026 - SVAA Board Meeting Minutes

Meeting Called to Order 9:01 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Mike Arman, Donna Ruby, and Rebecca Zerussen.

Members Absent: Richard England, Chad Truxall, and Jamie Dudley

Staff Present: Deborah Meihls, Angela Hart
County Staff: Giffin Chumley, Assistant Volusia Attorney
Partners Present: Roberto Schaps, Franci Edgerly, Angela Winther, Joseph St. Germain DSG,

Public Participation: None

Approval of the Consent Agenda (Minutes and Financials:

Donna Ruby made a **motion to approve:** the Consent Agenda for the February Minutes and February and March Financials. Rebecca Zerussen seconded the motion, and all board members were in favor.

Chair Report: Reminded everyone tomorrow is the Annual NTTW Breakfast. Next meeting 9/22/26.

CPA RSQ: D. Meihls Presented the CPA RSQ by Conrad Consulting Services. The lone presenter at $10,366 /yr. Has the technology and automated services we desire. Belotes will retire on 9/30/26, so we will begin migrating the services immediately upon approval and over the summer. Our Treasurer will have access as well as DMO Team. **Motion to approve**: Mike Arman made a motion to approve the RSQ, Donna Ruby seconded the motion, and all approved.

CEO Report:

D. Meihls reported the CEO report in the portal.

Budget was approved in the last meeting – February 24, 2026. Will adjust as more data comes through. We are running parallel to FY23/24. Leaving it as approved at $4,721,782. Reserves $2,000,000 for a total budget of $6,721,782.

Angela Hart introduced as our new Operations Manager. She has been on board for 5 weeks now and doing a fantastic job.

Interviewed a Destination Experience Manager for the sustainability programs: OPL, LNT, Wheel the World. Coastal Catch, Staycations, local Events, Resident Advocacy, Stakeholder Advocacy. And other items. Hoping that she will accept the offer and begin on June 1, 2026.

Marketing Partners to present:

1. Joseph St. Germain, President DSG Research. Presented all the data collected from January through March 2026. Will present at the NTTW Breakfast next day 5/7/26. Mentioned that consumer confidence is not great right now, goes back to 07/08 great recession sentiment. Amazing we are still up without a Ritz, and luxury product.
2. Roberto Schaps, President Relevant Brands – Presented market share, coverage of advertising from October through April 2026. Covered domestic markets vs. out of state markets.
3. Franci Edgerly, President ITI Digital and Aline Gill, VP, covered ITI Digital projects and the new website that was rolled out recently and remaining pages that are being finished. Chatted about the expanded AI
4. Angela Winther, Account Executive, Pineapple PR – presented April 2026 report. Speaking of the latest Southern Living article from Jennifer Prince's visit, this was published in SL, picked up by numerous outlets, then the Daytona News Journal ran it and then it was picked up all over again by many outlets. Great coverage.

Old Business/ Public Comment: None

Adjourn: Meeting was adjourned at 10:44 am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: September 22, 2026