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

Tuesday, September 22, 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.

II. **Approval of the Minutes** of May 6, 2026, SVAA Board Meeting

III. **Treasurers Report** – Donna Ruby presents the following financials for filing for audit.

A. April 2026 Financials
B. May 2026 Financials
C. June 2026 Financials
D. July 2026 Financials
E. August 2026 Financials

I. **Chair Report** – Betsy Baker

A. **Board Dates**: Oct. 27th, Dec 15th, Feb. 23rd, Council picks Bd Members, Apr. 27th, Sep. 28th, 2027
B. Debbie's review

II. **CEO Marketing** update presented by Debbie Meihls.
   A. State of Tourism Overview
   B. FY25/26 Annual Report

III. **Partner Report**
   A. Relebrand – FY26/27 Media Plan
   B. ITI Digital – updated website and FY26/27 overview
   C. Pineapple Public Relations – Public Relations FY 26/27 overview

VI. **Discussion & re-approval of FY26/27 Budget & Media Plan**

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**

2025/2026 Fiscal Year Meetings

~~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 – Budget, media presentation by agencies.

October 27, 2026 – Research year in review, Bryan Griffin, CEO of Visit Florida

December 15, 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

September 22, 2026 - SVAA Board Meeting Minutes

Meeting Called to Order 9:00 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Donna Ruby, Jamie Dudley, Richard England, and Rebecca Zerussen. Chad Truxall via zoom as approved by the SVAA Board.

Members Absent: Mike Arman

Staff Present: Deborah Meihls
County Staff: Giffin Chumley, Assistant Volusia Attorney
Partners Present: Roberto Schaps (via zoom), Franci Edgerly, Angela Winther, Deborah Stone

Public Participation: None

May 6, 2026, Minutes: Richard England made a motion to approve May 6, 2026, minutes and Jamie Dudley seconded the motion. All were in favor.

Treasurer's Report: Donna Ruby reported all the financials were in order. Audit has started, all work completed as planned. Donna filed the financials for auditing.

Chair Report:
D Meihls Review: The board conducted a performance review for Debbie, who received unanimous approval for a 5% salary increase based on her excellent performance managing the tourism authority. The board noted that Debbie had successfully addressed previous staffing challenges and outperformed comparable authorities in the region, with the organization ending the fiscal year with $2 million in reserves. The conversation ended with introductions of Debbie's team members who work in marketing, visitor experience, and outreach coordination roles.

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. Announced the NSBAVB won the coveted HENRY Award at the Florida Governor's Conference on Tourism and showed the sizzle reel showing D Meihls accepting award and Franci Edgerly at her booth in the marketplace.

Budget was approved by the Volusia County Council at $6,704,660, which includes $4,704,660. Operating budget and $2,000,000 working reserve.

Motion: A motion was made by Richard England to approve the $6,704,660 FY26/27 Budget, Rebecca Zerussen seconded the motion, and all were in favor.

Relebrand: Vacation Rental Revenue Trends

Roberto discussed vacation rental revenue trends, noting that while vacation rentals remain the largest revenue source due to greater inventory, the percentage has remained relatively stable since COVID. He agreed to investigate the definition of vacation rentals from a duration perspective and investigate Canadian visitor data, which he will address in October's report. The discussion covered top visitor markets, with Atlanta showing the strongest performance at 1.4% growth, while day trippers and overnight stays were analyzed across different days of the week.

Relebrand: Marketing Strategy and Digital Analytics

Roberto presented data showing that Florida now represents less than 50% of overall visitation, with domestic markets becoming more important due to higher spending per visitor. He shared website analytics showing 475,000 new users brought to the site last year with strong engagement metrics and discussed how different markets (domestic vs Florida) interact with website content differently. Roberto outlined the new marketing campaign strategy focusing on digital channels, including a new partnership with Adgenuity for programmatic advertising that will provide economic impact reporting through Tourism Economics after reaching 20 million impressions.

ITI Digital: NSB Digital Marketing Achievements Overview

The team presented a comprehensive overview of NSB's digital marketing achievements, highlighting significant growth in app users (165% increase) and content visibility across platforms. They discussed major technical improvements including schema markup changes that took three months to implement, AI integration with content guardrails to maintain brand voice, and new features like parking lot data from the county and weather tracking capabilities. The presentation also covered social media growth reaching 197k combined followers, successful staycation promotion with 20,900 landing page views and 44% summer increase, and the enhanced community calendar functionality that serves both visitors and residents.

Pineapple Public Relations: New Smyrna Beach Marketing Strategy

The meeting focused on reviewing progress and planning future PR and marketing activities for New Smyrna Beach. Key updates included significant media coverage with 147 articles published year-to-date compared to 95 last year, generating 120 million in earned media value and 4.3 billion impressions since May. The team discussed upcoming PR initiatives including mini familiarization trips focused on arts and culture, outdoor recreation, and holiday programming, along with planned desk-side meetings in Raleigh and Charlotte markets. Pineapple reviewed recent media visits and coverage including features in Southern Living, Food and Wine, and various local publications.

Old Business/ Public Comment: None

Adjourn: Meeting was adjourned at 11:00 am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: October 27, 2026 Final