



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

Tuesday, October 28, 2025 – 9:00 AM -12:00 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 September 23, 2025, SVAA Board Meeting

- III. **Chair Report** – Betsy Baker

A. December Board Meeting at the Brannon Center 1-4pm, Board Visioning for 3 Yr Strategic Plan. Holiday Mixer immediately follows from 4-6pm. NextFactor Inc will provide resident survey results to industry guests.

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

A. September Preliminary 2025 Financials

B. Audit began 10/1/25 – Finishes 11/5/25. Results at December Board Meeting.

- I. **CEO Marketing** update presented by President & CEO - Debbie Meihls.

A. Cassandra McAuley Gilbertson, NextFactor, Inc.- Board Visioning to update our 10-year Destination Master Plan and 3-year Strategic Plan. Resident Survey update.

B. Next steps: December 16, 2025 – Board visioning for the 3-year Strategic plan. Meeting will take up to 3 hours.

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**

2025/2026 Fiscal Year Meetings

September 23, 2025 — Marketing Workshop and Meeting.

October 28, 2025 – NextFactor, Inc. 10-year Destination Master Plan Review.

December 16, 2025 – Audit presentation James Moore, CPA, NextFactor, Inc - 3-Year Strategic Plan Review.

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

April 28, 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.

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

October 28, 2025 - 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, 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: Cassandra Gilbertson, NextFactor, Inc.

Public Participation: None

Approval of the Minutes: Donna Ruby made a motion to approve the minutes, Jamie Dudley seconded the motion, and all were in favor.

Chair Report: The chair reminded everyone that the next meeting will be at the Brannon Center on December 16th 1-4pm then the holiday mixer will follow from 4-6pm.

Financial Reports: Treasurer, Donna Ruby discussed the financial statements in September 2025, and we should be over budgeted revenues estimated at \$90k. All financials will be filed for audit. The audit is ongoing now. James Moore will present findings in December.

CEO Report:

D. Meihls introduced Lilli Pinkelman, new marketing coordinator who started on August 4th. We have her assisting on many projects. Lilli shared her happiness to be here and talked about her college degree in sports management and tourism as the perfect match.

D. Meihls spoke of Kinyatta Wright, the new communications manager that was hired and her start date will be 11/10/25. She has an MBA/MA in journalism and TV Background. Richard England sat in on the second interview with Debbie.

D. Meihls introduced Cassandra Gilbertson of NextFactor, Inc. the consultant working on our 10-year master plan update as well as our 3-year strategic plan.

She overviewed today's meetings goals stating that the board would review the 5 pillars of 2023 to ensure all goals are updated accordingly. She made notes of the boards input on each pillar and asked the questions; what could be missing and what is the board most excited about. Her notes will be added to the master plan, and she will bring this back to the December 16th meeting for review and ratification. She informed the board that the feedback from focus groups and one-on-one interviews were all going well, good input has been received. We will finish up 12 one-on-one interviews. To date, 700 Resident Surveys have been received, and 13 stakeholder surveys have been completed. At December's meeting, the board will review the new 3-year strategic plan that the DMO team will use to achieve the master plan goals.

Old Business/ Public Comment: None

Adjourn: Meeting was adjourned at 11:19 pm.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: December 16, 2025