



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

Tuesday, April 29, 2025 – 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, 2025, SVAA Board Meeting
- III. **Treasurers Report** – Donna Ruby presents the following financials for filing for audit.
A. February 2025 Financials
B. March 2025 Financials
- IV. Discussion & Approval of the FY 2025/2026 Marketing Campaigns, Media Schedule and Budget of **\$5,731,683**

Consent Agenda

- V. **Chair Report** – Betsy Baker
- A. Meetings now held every 4th Tuesday {Exception is December} at 9AM at SVAA Offices on the following dates:
- B. SVAA Board Meetings: **2025:** Sep 23rd, Oct 28th, Dec 16th, **2026:** Feb 24th, April 28th, Sep 22nd, Oct 27th and Dec 15th.
- C. National Tourism Breakfast – May 7, 2025 @ 8am at the Brannon Center. PLS RSVP

VI. **CEO Report – Debbie Meihls**

- A. **Research Report** – Joseph St. Germain – Downs & St. Germain Research
- B. **ITI Digital** – Franci Edgerly/Aline Gill
- C. **Pineapple Public Relations** – Angela Southard Winther
- D. **Relebrand Advertising** – Roberto Schap

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 24, 2026 – 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.

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

April 29, 2025 - SVAA Board Meeting Minutes

Meeting Called to Order 9:09 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Mike Arman (20 Min late), Donna Ruby, Chad Truxall, Richard England

Members Absent: Jamie Dudley, Rebecca Zerussen

Staff Present: Deborah Meihls

County Staff: J. Giffin Chumley, Assistant Volusia Attorney

Partners Present: Aline Gill, ITI Digital, Deborah Stone, Pineapple PR, Angela Winther, Pineapple PR, Roberto Schaps, Relebrand Advertising, Joseph St. Germain, Downs & St. Germain.

Public Participation: None

Donna Ruby made a motion to pull the financial reports from the Consent Agenda and Richard England seconded the motion, all were in favor.

Financial Reports: Treasurer, Donna Ruby discussed the final payment of the office repairs from Hurricane Milton for a total amount of \$27,141.75 accounting code 5410 for Repairs & Improvements. The payments were made from the general funds as receipts are above projections. All other expenses are as planned. **Chad Truxall made a motion to approve the financials, Richard England seconded the motion, with all in favor.**

Approval of the Consent Agenda: Minutes for February 24, 2025, SVAA Board meeting, and Budget & Marketing Plan, Advertising for FY25/26: **Donna Ruby made a motion to approve the consent agenda, and Richard England seconded the motion. All members were in favor.**

Chair Report:

The chair reminded everyone that the meetings are now on the 4th Tuesdays of the month, except for December, it will be the third Tuesday. The starting time is 9:00 am.

The chair also reminded everyone that the NTTW Breakfast is being held on Wednesday, May 7, 2025, at 8:00am at the Brannon Center.

CEO Report:

- **Marketing:**
 - Currently doing very well, we are up 4.6% for March and 10% up for year to date vs. last year. Projections currently are to finish at budget, pending economic downturn potential.
 - We just finished the Great Day CT airing in CT all week, concluding with a sweepstakes.
 - Discussion about Florida Legislature. HB1221 and HB 7033 and effects on TDT.
 - Coastal Catch during the month of October 2025 with 13 Restaurants.
 - Staycation programs currently have 4 lodging partners starting June 1, 2025.
 - NTTW Breakfast and presentation on Wednesday, May 7, 2025. 61 RSVP'd.

Partner Reports:

- **Joseph St. Germain from Downs & St. Germain** – Presented the first quarterly research in a year. Working on Visitors profile data, although it won't compare past results, will also include sales tax locally and statewide, as well as property taxes paid by visitors. Comprehensive reporting on intercept surveys, software analytics from Key Data, Arrivalist, STR data.
- **ITI Digital** – Aline Gill presented the marketing aspects of the digital campaigns: Shelby the AI Chat Turtle. Redesigned newsletters for visitors and industry, highlighting their great open rates and click-throughs. Social media postings, blogs, and digital stories are all doing very well. Mentioned the updated website work coming in FY25/26
- **Pineapple Public Relations** – Deborah Stone and Angela Winther showcased the hard work from March and April and especially highlighting the amazing impressions garnered using our Cision platform to send out press releases. Highlighted SMPR in Atlanta where Debbie Meihls met with 39 journalists over a day and a half. Looking forward to meeting journalists in Raleigh, Providence and Atlanta to keep the media mentions forthcoming.
- **Relebrand** – Roberto Schaps presented the "Tourism Touches You" new logo and concept for local ambassador stories, NTTW, and other future uses.

Old Business/ Public Comment: NONE

Board Comments: Richard England gave an update on the Arts District on Canal Street including intersection painting, fire hydrants and benches. New street signs on light poles with Canal Street Historic District and Arts District logos. Crepe Myrtles are being planted on Magnolia Avenue.

Adjourn: Meeting was adjourned at 11:24am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: September 23, 2025