



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

Tuesday, September 23, 2025 – 9:00 AM -1:00 PM

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 April 28, 2025, SVAA Board Meeting

- III. **Chair Report** – Betsy Baker

- A. Board meetings on 4th Tuesdays at 9am. Exception December 16th.
- B. D. Meihls Review

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

- A. April 2025 Financials
- B. May 2025 Financials
- C. June 2025 Financials
- D. July 2025 Financials
- E. Aug 2025 Financials

- V. **Discussion and Approval** of the FY25/26 SVAA Budget of \$5,912,289. Update on FY25/26 Budget per County Council Mtg by Debbie Meihls.
- VI. **Marketing** update presented by Debbie Meihls.
- i Addition of DNEXT Destination Master Plan and 3 YR Strategic Plan \$65,000
 - Resident Survey goes out October 1-31, 2025
 - October 28th board meeting – what we see from Resident Survey and visioning session on updating the Destination Master Plan.
 - December 16th board meeting will be a visioning on 3-year strategic plan and holiday mixer for partners and stakeholders to update on resident survey and plans. Board meeting 1-4pm and mixer 4-6pm.
 - February 24, 2026, board meeting will include ratification of Destination Master plan and 3-year strategic plan.
 - More information in my CEO Report.
 - ii Overview of topline marketing FY 25/26 from our partners.
- VII. **Partner Report**
- A. Relebrand Marketing Presentation
 - B. Downs St. Germain Research presentation May – July 2025
 - C. ITI Digital
 - D. Pineapple Public Relations
- 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 – Visioning Session, Survey update.

December 16, 2025 – Audit presentation James Moore, CPA, visioning, survey update

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

April 28, 2026 – Sunshine Law Review, 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 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 23, 2025 - SVAA Board Meeting Minutes

Meeting Called to Order 9:03 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Mike Arman, Donna Ruby, Chad Truxall, Richard England and Rebecca Zerussen (7 mins late)

Members Absent: None

Staff Present: Deborah Meihls

County Staff: Sabrina Slack, Assistant Volusia Attorney

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

Public Participation: None

Approval of the Minutes: Donna Ruby made a motion to approve the minutes, Richard England, seconded the motion, and all 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.

D. Meihls Review: The Board Discussed Debbie Meihls, President & CEO. Stellar review, all members agreed on performance, strategic plan strategy and technology is well forecasted and implemented. Board did discuss turnover of staff as a negative and recommended tighter job descriptions, pay range, leadership training, staff training, health and culture all should be reviewed. Source of applicants is most important to ensure great hires. **Donna Ruby made a motion to approve 5% raise. Mike Arman seconded the motion, and all voted unanimously.**

Financial Reports: Treasurer, Donna Ruby discussed the financials statements April through August 2025. We are right on track, nothing out of line. Should close the year with a slight revenue overage. All financials will be filed for audit.

- **Marketing:** D. Meihls presented an update on the FY25/26 budget. County Council approved the budgets without presentation. We have asked that we be placed on the “Consent” agenda in the future. Budget for approval \$5,912,289. **Motion made to approve the budget of \$5,912,289 by Chad Truxall, seconded by Jamie Dudley, all approved.**

CEO Report:

D. Meihls reported on DNEXT Destination Master Plan and new three-year strategic plan. We will do a virtual call with DNEXT in the October 28th board meeting to update the 10-year master plan. December 16th meeting will be held at 1pm -4pm so the board can vision the new three-year strategic plan. February 24, 2026, meeting will be for ratification of the 3-year plan.

DMAP Accreditation will open this fall 2025 with new standards and modules to be completed to maintain our “Distinction” Accreditation.

Break in Meeting: 11:10 – 11:20 am

Partner Reports:

- **Relebrand:** Roberto Schaps presented the 2025 media recap and showed the heat map of feeder markets coming into the area from marketing efforts. Website and campaign analytics were shared. He showed the media schedule for FY25/26 as well.
- **Joseph St. Germain from Downs & St. Germain** – Presented the second quarter research for 2025. Working on Visitors profile data for two full quarters and the July through September data will be presented at the December meeting. His reporting is based on intercept surveys, software analytics from Key Data, Arrivalist, and STR data.
- **ITI Digital** – Aline Gill presented the marketing aspects of the digital campaigns: Social media postings, blogs, and digital stories are all doing very well. She spoke of the FY25/26 digital marketing and the updated website that they have been working on, which will roll out in December.
- **Pineapple Public Relations** – Deborah Stone and Angela Winther (Zoom) showcased the hard work for fiscal year 2025 and FY25/26 public relations including the Nashville Travel Media Meetup and International Media Meetup in NYC in January 2026. She highlighted the amazing impressions garnered using our Cision platform on two press releases.

Old Business/ Public Comment: D. Meihls mentioned that the UK office sales will be “Paused” due to international lack of travel. This has been removed from the budget.

Adjourn: Meeting was adjourned at 12:35 pm.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: October 28, 2025