



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