



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

Tuesday, September 24, 2024 – 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.

Consent Agenda:

- II. **Approval of the Minutes** from the April 30, 2024, SVAA Board Meeting
- III. **Chair Report** – Betsy Baker
- A. Debbie's Evaluation
 - B. DMAP Accreditation – Distinction achieved!!!!
 - C. SVAA Board Meetings: October, December, February, April and September. 4th Tuesday, except at Christmas (17th) @ 9:00am.
- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for filing for audit.
- A. April 2024 Financials
 - B. May 2024 Financials
 - C. June 2024 Financials
 - D. July 2024 Financials
 - E. August 2024 Financials
 - F. James Moore Audit – First week of November 2024
- V. **Marketing and Budget Recap FY24/25** update presented by Debbie Meihls. Discussion & Approval of FY24/25 Marketing & Advertising Budget
- i **RSQ** Received for Research – Discussion and Approval for Down St. Germain - \$80,000

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- ii **RSQ CPA, Advertising, Digital and IT Services all out on the street.**
 - iii **Avelo Airlines & Breeze Airlines – Feeder Market outline to support DAB Airport - \$100,000**
 - iv **DMAP Accreditation – “Distinction” Achieved!!!!!!**
- VI. **Partner Report**
 - A. Relebrands
 - B. ITI Digital
 - C. 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**

2023/2024 Fiscal Year Meetings

October 24, 2023 – Research year in review. UK Presentation.

December 19, 2023 – Audit presentation, Sunshine Law Review.

February 27, 2024 – Advertising and Digital preview of next fiscal year.

April 23, 2024 – Marketing Plan and Budget Presentation FY24/25.

September 24, 2024 – Board Workshop: Budget, media presentation by agencies.

***These meet the Statutory quarterly requirement for board meeting**



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September 24, 2024 - SVAA Board Meeting Minutes

Meeting Called to Order @ 9:01 AM

Roll Call: Deborah Meihls did the roll call.

Members Present: Betsy Baker, Jamie Dudley, Donna Ruby, Chad Truxall, Richard England, Mike Arman, late at 9:15AM Rebecca Zerrusen.

Members Absent: None

Staff Present: Deborah Meihls, Robin Markus

County Staff: J. Giffin Chumley, Assistant Volusia Attorney

Partners Present: Brad Harris, Volusia Economic Development.

Public Participation: None

Approval of the Minutes: Richard England made a motion to approve the minutes, Chad Truxall seconded the motion. All members were in favor.

Chairman Report

1. Debbie Meihls Annual Review: Chair Baker reviewed the reviews by board members and summary of accomplishments of Mrs. Meihls. All board members commented that Mrs. Meihls does an outstanding job and appreciation of her forward progress. Staffing is always a challenge and to fill the positions with the talent she is looking for does take longer. Board approved the county recommended 5% annual increase. Motion made by Jamie Dudley and seconded by Donna Ruby, all approved.
2. Meetings changed from 3rd Tuesdays @ 9AM to 3rd Mondays @ 9am. Motion made by Donna Ruby 2nd motion made by Jamie Dudley, All in Favor. Starts w/October 21st Bd Mtg.

Treasurer Report:

Donna Ruby presented the financials for April, May, June, July and August. All expenses as planned and referenced the interest year to date. Financials are filed for audit that will begin November 2024.

Meeting was Recessed at 10:55 AM and reconvened at 11:15 AM.

CEO Report:

Mrs. Meihls topline the budget meetings of August 20, 2024, and September 17, 2024.

1. Reference CPA RSQ, Advertising RSQ, Digital RSQ as well as IT Services RSQ are on and will be on the street wrapping up before February 2025.
2. Ms. Meihls referenced over 58 Journalist, TV Crews, and other media invited to the destination in FY 23/24. Most ever hosted.
3. \$80K -\$105K Research Budget from Downs St. Germain for FY24/25. Discussion and Approval for \$80k-\$105k for Research – Motion made by Richard England and 2nd Chad Truxall, All Approved.
4. \$100k will be allocated to Airline marketing in destinations of Avelo and Breeze Airways per Volusia County Council meeting 9/17/24. Motion made to approve \$100k Funding by Chad Truxall and 2nd Motion by Jamie Dudley, All in Favor. This from the FY 24/25 Budget of \$6,326,254.
5. Relebrand presented online and digital ROI for FY 23/24 and showed the increase to top feeder markets.
6. ITI Digital presented website, social media and newsletter campaigns and resulting ROI for FY 23/24 and future planned digital.
7. Pineapple PR presented FY23/24 Earned media value of \$27 Million in Earned Media. Showcased FY24/25 plans for top feeder markets.

County Reports: NONE

Old Business/ Public Comment: NONE

Board Comments:

Adjourn: Meeting was adjourned at 1 PM.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: December 16, 2024