



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

Friday, February 13, 2026 – 8:30 AM -9:30 AM

SPECIAL 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 December 16, 2025, SVAA Board Meeting

III. **Chair Report –**

IV. **Discussion & Approval - Presentation from Cassandra Gilbertson, Managing Director, NextFactor, LLC.**

Cassandra will present the 3-year strategic plan that was derived from the approved Destination Stewardship Plan on December 16, 2026.

VI. **CEO Report: No additional partner reports. All reports in board portal**

VII. **Old Business:**

VIII. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.

IX. **Board Comments:**

X. **Adjourn**

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 13, 2026 – Special Board Meeting – Approval 3-YR Strategy

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

May 6, 2026 – Marketing Plan and Budget Presentation FY26/27.

May 7, 2026 – National Tourism Week Breakfast @ Brannon Center

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

February 13, 2026 - SVAA Special 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.

Members Absent: Rebecca Zerussen

Staff Present: Deborah Meihls

County Staff: Giffin Chumley, Assistant Volusia Attorney

Partners Present: Cassandra Gilbertson, NextFactor, Inc., Roberto Schaps via zoom

Public Participation: None

Approval of the Minutes: 2/13/26 minutes: Chad Truxall made a motion to approve the minutes, Jamie Dudley seconded the motion, and all were in favor.

Chair Report: None

Financial Reports: None.

Cassandra Gilbertson, DNext LLC – presented the 3-year strategic plan. This plan was derived from the updated 10 Stewardship plan. This will be the plan for the office from 2026-2029 to attain our 10 year overall goals. A motion was made by Mike Arman to approve the plan, Richard England 2nd the motion – All were in favor.

CEO Report: None

Old Business/ Public Comment: None

Adjourn: Meeting was adjourned at 9:15 am.

THESE MINUTES APPROVED BY THE SVAA BOARD ON: February xx, 2026