

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)  
REGULAR MEETING**

Wednesday, January 18, 2023 • 2:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

The Halifax Area Advertising Authority meeting was called to order by Chair Androse Bell at 2:01 pm, January 18, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Linda Bowers, Steve Farley, Josh Harris, Jim Jaworski, Blaine Lansberry, Samir Naran, and John Phillips. Libby Gallant attended via Zoom Video Conferencing Software.

**Guests:**

Jim Abbott, Patrick Blankenship, Robert Burnetti, Zach Chalifour, Bob Davis, Spencer Gibboney, Suzanne Heddy, Andy Holmes, Suzanne Konchan, Nancy Miller, Shane O'Connor, Kristina Pena, Matt Reinhart, Kate Sark, Amy Shackelford, Maureen Sikora, and David Waller. Ivan Baron, John David, Evelyn Fine, Drew Lewis, Theresa Lieberman, and Natalie Yablon attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Chuck Grimes, Andrew Booth, Kay Galloway, Brian Bentley, Sharon Harlow, Brandon Little, Connor Rand, and Jennifer Sims. Tangela Boyd, Karen DiGiacomo, and Linda McMahon attended via Zoom Video Conferencing Software.

**Board Member Participating and Voting Virtually**

Androse Bell asked the Board for a motion to recognize that Libby Gallant was participating and voting virtually due to an extraordinary circumstance.

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Motion by Jim Berkley recognized that Libby Gallant would be participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 10-0.

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**Public Participation**

None

**Consent Agenda**

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-j. After Board discussion, he entertained a motion to approve.

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Motion by John Betros to approve the Consent Agenda, item a-j. Second, by Linda Bowers. The motion passed 11-0.

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**Executive Update**

Lori Campbell Baker presented the Executive Report. The report covered an update on coastal restoration and the new office space lease. Campbell Baker also introduced Volusia County Council District Two Representative Matt Reinhart and two new staff members to the Daytona Beach Area Convention & Visitors Bureau, Brian Bentley (Marketing Business Development Specialist) and Karen DiGiacomo (Travel Industry Sales Manager). Campbell Baker also reported that Sharon Harlow had taken the Communication Specialist position.

**Coastal Recovery Update**

**Volusia County**

Suzanne Konchan, Deputy County Manager, presented updates on Volusia County's response and recovery efforts to Hurricane Ian and Nicole.

**City of Daytona Beach**

Andy Holmes and David Waller, with the City of Daytona Beach, presented updates on the city's response and recovery efforts to Hurricane Ian and Nicole.

**Reports of Officers**

**Finance & Human Resources**

**November 2022 Board Financial Packet**

Chuck Grimes presented the November 2022 Financial Report.

**FY 2021-2022 Audit Report**

Zach Chalifour, a partner with James Moore & Company, presented the audit findings for the fiscal year 2021-2022. Chalifour stated that no significant difficulties were had in performing the audit, no disagreements with management, and no audit adjustments.

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**Standing Committees**

**Advertising Committee**

**Tourism Event Funding**

**World Pickleball Open**

Steve Farley, Kay Galloway, and Ivan Baron presented the \$9,500 tourism event funding request for the World Pickleball Open, November 16-19, 2023. Funding will go towards marketing the event.

Bell asked if the Board had any comments or questions on approving the \$9,500 funding request for the World Pickleball Open, November 16-19, 2023. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the \$9,500 funding request for the World Pickleball Open, November 16-19, 2023. Second, by John Betros. The motion passed 11-0.

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**Daytona Beach Arts Fest**

Farley, Galloway, and Theresa Lieberman presented the \$5,000 tourism event funding request for the Daytona Beach Arts Fest, April 8-9, 2023. The \$5,000 funding request will go towards marketing the event.

Bell asked if the Board had any comments or questions on approving the \$5,000 tourism event funding request for the Daytona Beach Arts Fest, April 8-9, 2023. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the \$5,000 tourism event funding request for the Daytona Beach Arts Fest, April 8-9, 2023. Second, by Samir Naran. The motion passed 10-1. John Betros opposed.

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**USA BMX Sunshine State Nationals**

Farley, Galloway, and John David presented the \$15,000 tourism event funding request for the USA BMX Sunshine State Nationals, September 29-October 1, 2023. Funding will go towards marketing the event.

Bell asked if the Board had any comments or questions on approving the \$15,000 tourism event funding request for the USA BMX Sunshine State Nationals, September 29-October 1, 2023. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the \$15,000 funding request for USA BMX Sunshine State Nationals, September 29-October 1, 2023. Second, by Linda Bowers. The motion passed 11-0.

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**The Zimmerman Agency**

**2022-2023 Consumer Marketing & Campaign Recap**

Spencer Gibboney and Natalie Yablon reviewed the "Beach On" campaign analytics.

**Q3 Media**

Gibboney then reviewed the 30/60/90 campaign and presented the 2023 goals, changes in the Q2 media placements, and the Q3 2023 Media Optimization (April – June 2023).

Bell asked if the Board had any comments or questions on approving the third quarter media spend for \$2,300,161.10. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the third quarter media spend for \$2,300,161.10. Second, by John Betros. The motion passed 10-0.

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**Daytona Beach Bike Week 2023**

Galloway and Gibboney reviewed artwork and media placements for Daytona Beach Bike Week 2023.

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**HR Committee**

**Executive Director Review**

Samir Naran presented the findings from the performance review of Lori Campbell Baker, Executive Director.

Bell asked if the Board had any comments or questions on approving Lori Campbell Baker's review and six percent salary increase. Hearing none, he entertained a motion to approve.

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Motion by Jim Berkley to approve the review and six percent salary increase of Executive Director Lori Campbell Baker. Second, by Steve Farley. The motion passed 11-0.

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**Advertising Committee**

**Activation Opportunities**

Amy Shackelford presented the Times Square Anamorphic Billboard activation opportunity for \$250,000.

Bell asked if the Board had any comments or questions on approving the Times Square Anamorphic Billboard activation opportunity for \$250,000. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to move forward with the Times Square Anamorphic Billboard activation opportunity for \$250,000. Second, by John Betros. The motion passed 9-0.

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**Department Update**

**Group Sales**

Linda McMahon presented the April - June 2023 HAT Marketing Agreement for \$17,500.

Bell asked if the Board had any comments or questions on the April - June 2023 HAT Marketing Agreement for \$17,500. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the April - June 2023 HAT Marketing Agreement for \$17,500. Second, by Linda Bowers. The motion passed 9-0.

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McMahon also presented the HotelBeds 2023 Forever Florida Co-Op opportunity for \$30,000.

Bell asked if the Board had any comments or questions on the HotelBeds 2023 Forever Florida Co-Op opportunity for \$30,000. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the HotelBeds 2023 Forever Florida Co-Op opportunity for \$30,000. Second, by John Betros. The motion passed 9-0.

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McMahon then gave an update on marketing efforts with DigitalEdge and HAT Marketing.

**Marketing**

Galloway reported on printing the new Destination Guide, Connor Rand's upcoming travel schedule, and the Coffee & Connections program.

**Communications**

Booth reported on travel writer visits to the area, a recent Golf FAM, the upcoming Resident Sentiment Survey, and the Community Outreach Program.

**Mid-Florida Marketing & Research**

Evelyn Fine presented the July through September 2022 Quarterly Visitor Profile.

**New Business**

Campbell Baker reminded the HAAA Board that appointments for the 2023-2025 term are coming up at the end of March.

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**Adjourn**

There being no further business or public participation, the meeting adjourned at 5:03 pm.

Submitted by Jennifer Sims, Marketing Systems Manager