

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

Wednesday, January 19, 2022 • 2:00 PM • The Shores Resort & Spa
2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118 Room: Atlantic

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:00 pm, January 19, 2022. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, John Betros, Linda Bowers, Robert Burnetti, Steve Farley, Josh Harris, Jim Jaworski, and Samir Naran. Androse Bell and John Phillips attended via Zoom Video Conferencing Software. Blaine Lansberry was absent.

Guests:

Jim Abbott, Tim Buckley, Sarah Caro, Laura Coleman, Bob Davis, Dave DiMaggio, Alisha Farmer, Suzanne Heddy, Joanne Magley, John Nicholson, Karen Kuhn, Norm Pytel, Kate Sark, Greg Sullivan, Mya Surrency, Fran Vaccaro, Ana Ventura, and Natalie Wrolowski. Zach Chalifour, Stephen Childress, Christie DeAntonio, Andy Kovan, Aaron Nissen, and Shelby Selner attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Jennifer Sims, Amber White, and Connor Rand. Kate Holcomb, Linda McMahon, and Tangel Boyd attended via Zoom Video Conferencing Software.

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for separate motions to recognize that John Phillips and Androse Bell were participating and voting virtually.

Motion by Steve Farley recognized that John Phillips participated and voted virtually. Second, by Linda Bowers. The motion passed 9-0.

Motion by John Betros recognized that Androse Bell participated and voted virtually. Second, by Steve Farley. The motion passed 9-0.

Public Participation

Suzanne Heddy came before the Board to discuss the Affluent Campaign presented at the January 11, 2022, Advertising Advisory Committee meeting.

Consent Agenda

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

Motion by Linda Bowers to approve the Consent Agenda, items a-j. Second, by John Betros. The motion passed 10-0.

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered the area's nine months of recording-breaking revenue, the Longwood Travel Sentiment Report, the upcoming Strategic Planning Workshop on February 9, 2022, and CVB collaborations.

\$1M Activation of Additional CDT Funds Collected

Lori Campbell Baker presented a plan to spend \$1M in additional CDT funds. The breakdown for the \$1M is: \$790,000 for an advertising campaign targeting consumers with a higher household income, \$180,000 on staffing, and \$30,000 on renewing Destinations International, which includes the Economic Impact Calculator.

Christie DeAntonio, Andy Kovan, Shelby Selner, and Stephen Childress from The Brandon Agency walked the Board through the new Affluent Campaign.

Berkley asked if the Board had any comments or questions regarding activating the additional \$1M of CDT funds. After Board discussion, he entertained a motion to approve.

Motion by Robert Burnetti to NOT accept the \$1M activation as presented. Second, by Linda Bowers. The motion passed 6-4. Androse Bell, Josh Harris, Samir Naran, and Jim Jaworski opposed.

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

Wednesday, January 19, 2022 • 2:00 PM • The Shores Resort & Spa
2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118 Room: Atlantic

After Board discussion, it was recommended to split the \$1M activation of CDT funds into three separate votes, Berkley entertained a motion.

Motion by Josh Harris to allow Lori Campbell Baker to go to the upcoming Volusia County Council meeting, request the \$1M of additional CDT funds, and then enable The Brandon Agency to come back with a new plan to spend the \$790,000 on the Affluent Campaign. Second, by Jim Jaworski. The motion passed 10-0.

After Board discussion to approve the \$180,000 staff funding request, Berkley entertained a motion.

Motion by Josh Harris to approve the \$180,000 staff funding request. Second, by Samir Naran. The motion passed 9-1. Robert Burnetti opposed.

After Board discussion to renew Destinations International for \$30,000, including the Economic Impact Calculator, Berkley entertained a motion.

Motion by John Betros to renew Destinations International for \$30,000, including the Economic Impact Calculator. Second, by Steve Farley. The motion passed 9-0.

Standing Committees

Advertising Committee

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the April through June 2022 Media Plan.

Following Board discussion, Berkley entertained a motion to approve the April through June 2022 media spend for \$1,326,452.

Motion by Steve Farley to approve the April through June 2022 media spend for \$1,326,452. Second, by Samir Naran. The motion passed 9-0.

Request for Statement of Qualifications (RSQ) Document and Timeline

Kay Galloway went over the RSQ process and timeline and advised the Board that over 30 advertising agencies would be receiving the RSQ. The RSQ will be available on the CVB website.

Following Board discussion, Berkley entertained a motion to approve the RSQ Document and Timeline with the ability for CVB Staff and County Legal to make small changes to the document.

Motion by Robert Burnetti to approve the RSQ Document and Timeline with the ability for CVB Staff and County Legal to make small changes to the document. Second, by John Betros. The motion passed 9-0.

Tourism Event Funding

Jeep Beach 2022

Galloway presented the \$25,000 tourism funding request for Jeep Beach 2022; Charlene Greer could not attend the meeting. The funding request will go towards digital, television, and social media.

Following Board discussion, Berkley entertained a motion to approve the \$25,000 funding request for Jeep Beach 2022.

Motion by Samir Naran to approve the \$25,000 funding request for Jeep Beach 2022. Second, by John Betros. The motion passed 9-0.

Following Board discussion, Berkley entertained a motion to include \$25,000 in funding for Jeep Beach in the annual budget.

Motion by Samir Naran to include \$25,000 in funding for Jeep Beach in the annual budget. Second, by Linda Bowers. The motion passed 9-0.

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

Wednesday, January 19, 2022 • 2:00 PM • The Shores Resort & Spa
2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118 Room: Atlantic

HR Committee

Executive Director Review

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

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

Samir Naran made a motion to approve the review and salary increase of the Executive Director Lori Campbell Baker. Second, by Josh Harris. The motion passed 7-2. Linda Bowers and John Betros opposed.

Meetings & Conventions Committee

Digital Edge Marketing

Mya Surrency with Digital Edge Marketing presented a proposal for Meetings & Conventions/Sports marketing for February 1, 2022, through September 30, 2022, with the option to renew every year for up to three years.

Following the Board discussion, Berkley asked if the Board had any comments or questions on approving the \$150,000 Meetings Marketing Proposal from Digital Edge Marketing. Hearing none, he entertained a motion to approve.

Linda Bowers made a motion to approve the \$150,000 Meetings Marketing Proposal from Digital Edge Marketing. Second, by Steve Farley. The motion passed 9-0.

Department Updates

Group Sales

Linda McMahon presented the April – June 2022 HAT Marketing Agreement for \$16,500.

Berkley asked if the Board had any comments or questions on the April – June 2022 HAT Marketing Agreement for \$16,500. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve the April – June 2022 HAT Marketing Agreement for \$16,500. Second, by Steve Farley. The motion passed 8-0.

Reports of Officers

Finance & Human Resources

November 2021 Board Financial Packet

Chuck Grimes presented the November 2021 Financial Report.

FY 2020-2021 Audit Report

Zach Chalifour, a partner with James Moore & Company, presented the audit findings for the fiscal year 2020 – 2021. Chalifour stated that no significant difficulties were had in performing the audit, no disagreements with management, and no audit adjustments.

Quarterly Visitor Profile July – September 2021

Evelyn Fine with Mid-Florida Marketing & Research was unable to attend the meeting. Campbell Baker asked the Board to go through the report and if they had any questions to let her know.

Partner Updates

Daytona Beach International Airport

Joanne Magley, Director of Air Service/Marketing/Customer Experience, presented the November – December 2021 Daytona Beach International Airport update along with their agency of record, Aqua.

Ocean Center

Tim Buckley, Director of Sales and Marketing, presented the November – December 2021 Ocean Center update and the 2022 Outlook Plan.

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, January 19, 2022 • 2:00 PM • The Shores Resort & Spa
2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118 Room: Atlantic

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:48 pm.

Submitted by Jennifer Sims, Marketing Systems Manager