

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, January 20, 2021 • 2:00 PM • Ocean Center – Room 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:01 p.m., January 20, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnett, Libby Gallant, Josh Harris, Samir Naran, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software.

Guests:

Jim Abbott, Patrick Blankenship, Zach Chalifour, Kevin Captain, Bob Davis, Alfredo Gonzalez, Brittani Jones, Andy Kovan, Lynn Miles, Rich Musgrave, Shelby Selner, Greg Sullivan, and Heather Wallace. Evelyn Fine, Janet Kersey, Michelle Petro, and Dawn Temples Knopff attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes, Jennifer Sims, Tangela Boyd, and Brenda Redmon.

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for a motion to recognize that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 11-0.

Public Participation

None

Consent Agenda

Jim Berkley asked if the Board or the public had any comments or questions on the Consent Agenda, items a-k. Hearing none, he entertained a motion to approve.

Motion by Steve Farley to approve the Consent Agenda, items a-k. Second, by John Betros. The motion passed 11-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered The State of Business, the fiscal year 2019-2020 recap, Q1 preliminaries, traveler sentiment, and what's in store for 2021.

Department Updates

Communications/PR

Kate Holcomb reported to the Board on the CVB's "Visit Responsibly" messaging, new press releases and blogs, and the new trail maps the CVB is compiling. These include: Share the Heritage Trail map, Daytona Beach Ale Trail, Hiking & Biking Trails, Motorsports Trail, Iconic Trail, and the Monuments & Statues Trail.

Marketing & Design

Kay Galloway reported to the Board on the additional \$200,000 advertising spend that was approved in November, Pay-Per-Click (PPC) campaign, eNewsletters, and working with the Speedway to fill hotels during Speedweeks. Galloway also welcomed back Tangela Boyd as the new Marketing Specialist.

Group Sales

Linda McMahon reported to the Board on the weekly messaging Group Sales is doing, eNewsletters, the Virtual Familiarization Tour (FAM,) prospecting, partner surveys, updating the Group Sales section of the website, collateral, and the WE C.A.R.E. campaign. New CVB sales manager Brenda Redmon was also introduced. She will be focusing on National Associations, Faith-Based, and Corporate groups.

Reports of Officers

Secretary/Treasurer – Steve Farley

Finance & Human Resources

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November 2020 Board Financial Packet

Chuck Grimes presented the November Financial Report. Berkley asked for any questions or comments, and hearing none; he stated that the financial report would be filed for audit.

FY 2019-2020 Audit Report

Zach Chalifour, a partner with James Moore & Company, presented the audit findings for the fiscal year 2019 – 2020. Chalifour stated that no significant difficulties were had in performing the audit, no disagreements with management, and no audit adjustments.

Standing Committees

Advertising Committee

Consumer Advertising

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan, Shelby Selner, and Dawn Temples Knopff presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the March and April 2021 Media Plan.

The Consumer Marketing Plan, campaign recap, creative updates, research, and the March and April 2021 Media Plan were discussed. After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the March and April 2021 media spend of \$627,486.

Steve Farley made a motion to approve the March and April 2021 media spend of \$627,486. Second, by Josh Harris. The motion passed 11-0.

The Brandon Agency Contract

Berkley and Farley discussed extending the contract with The Brandon Agency for an additional year, beginning October 1, 2021. The agency has one more extension in their contract before the CVB is required to send out a Request For Proposals (RFP) in 2022.

Steve Farley motioned to approve the Brandon Agency contract extension for one additional year (2021-2022). Second, by John Phillips. The motion passed 11-0.

Tourism Event Funding

2021 P1 AquaX Grand Prix of the Sea

Michelle Petro requested \$7,500 for the 2021 P1 AquaX Grand Prix of the Sea. The \$7,500 funding request will go towards digital and social media.

Following the Board discussion, Berkley asked if the Board had any comments or questions on approving the \$7,500 funding request for the 2021 P1 AquaX Grand Prix of the Sea. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the \$7,500 funding request for the 2021 P1 AquaX Grand Prix of the Sea. Second, by John Betros. The motion passed 9-0. Androse Bell and Samir Naran recused themselves due to a voting conflict.

2021 Official Bike Week

Andy Kovan and Shelby Selner presented recommendations for the media spend on Daytona Beach Bike Week 2021. The Bike Week plan includes paid social layered with digital banners for \$60,000. This plan contains Facebook/Instagram, Snapchat, TikTok ads, Rider Magazine Custom eBlast, Women Riders Now Banners and eBlasts, and Taboola Native ads.

Following the Board discussion, Berkley asked if the Board had any comments or questions on approving the Bike Week plan, which includes paid social layered with digital banners for \$60,000. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the Bike Week plan, which includes paid social layered with digital banners for \$60,000. Second, by John Betros. The motion passed 11-0.

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HR Committee

Executive Director Review

Samir Naran presented the findings from the performance review of Lori Campbell Baker, Executive Director. Naran noted that due to circumstances brought on by COVID, there would be no raises involved with the review.

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

Steve Farley made a motion to approve the review of the Executive Director, Lori Campbell Baker. Second, by John Phillips. The motion passed 11-0.

New Business

None

Public Participation

None

Adjourn

There being no further business or public participation, the meeting adjourned at 3:34 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager