

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BOARD & ADVERTISING COMMITTEE WORKSHOP

Wednesday, February 19, 2020 • 2:00 PM • Residence Inn by Marriott Daytona Beach Oceanfront,
3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118

The Halifax Area Advertising Authority & Ad Committee Workshop was called to order by the Chair Linda Bowers at 2:03 p.m., February 19, 2020. Christy Zimmerman took attendance. The following HAAA Board members were present: Linda Bowers, Androse Bell, Blaine Lansberry, Jim Berkley, John Betros, John Phillips, Josh Harris, Libby Gallant, Robert Burnett, Samir Naran, and Steve Farley. The following Ad Committee members were present: Aileen Kelleman-Band, Angela Miniagi, Deana Gammero, Maria Mojica, and Susan Keaveney.

Guests:

Bob Davis, Evelyn Fine, Scott Brandon, Christie DeAntonio, Shelby Selner, Andy Kovan, Jim Abbott, Ktimeme Axetell, Samuel Zemelis, Kristina Pena, Leah Garey, Tony Karasek, Rudy Webb, Dennis Nikles, Pete Barr, Robert Eubank, Liz Wittig, Kevin Arcieri, Hyun Jung Cho, Lou Patel, and Carl Bridgandi

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Linda McMahon, Christy Zimmerman, Jennifer Sims, and Tabitha Nanney

Discussion

Industry Update

Lori Campbell Baker presented the Industry Update, which included information on STR reporting, OCC and ADR, Target Markets, KPIs, and Creative Examples.

Arrivalist Conversion Data

Ktimene Axetell, with Arrivalist, presented the Conversion Data and fielded questions from the Board and Committee.

The Brandon Agency

Scott Brandon, Christie DeAntonio, Shelby Selner, and Andy Kovan were present to discuss demographics, perception, messaging, conversion, and KPIs. The Brandon Agency took questions from the HAAA Board and Committee and showed a teaser video of the upcoming creative.

Mid-Florida Marketing & Research

Evelyn Fine with Mid-Florida Marketing and Research presented information regarding conversion studies and the methods used by her company.

Public Participation

Hyun Jung Cho from Bethune-Cookman University spoke on environment stability, and Kristina Pena with Expedia let the HAAA Board and the Committee know that Expedia can serve their marketing needs.

Adjourn

There being no further business or public participation, the meeting adjourned at 5:30 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager