

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, March 20, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority meeting was called to order by Chair Androse Bell at 2:01 p.m., March 20, 2024. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Ken Bots, Linda Bowers, Blaine Lansberry, Jonny Magill, Samir Naran, Jim Jaworski, and John Phillips. Megan Butler was absent.

Guests:

Alexis Bowie, Sheila Bowie, Bob Davis, Theresa Delin, Deric Feacher, Lynn Flanders, Libby Gallant, Lucinda Gaudio, Charlene Greer, Kurt Greer, Pam Grotendorst, Dino Paspalakis, Steve Perkins, Norm Pytel, Kate Sark, Amy Shackelford, and Jack Surrette. Hannah Brockman, Hana Dodds, Spencer Gibboney, Michael Hoxie, Drew Lewis, Isiah Lewis, James Richards, Laurie Rowe, Natalie Yablon, and Curtis Zimmerman attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Brian Bentley, Brandon Little, Connor Rand, and Jennifer Sims. Tangela Boyd, Natasha Hardie, and Mara Robin attended via Zoom Video Conferencing Software.

Public Participation

None

Consent Agenda

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-l.

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-l. Hearing none, he entertained a motion to approve.

Motion by John Betros approve the Consent Agenda, item a-l. Second, by Jonny Magill. The motion passed 9-0.

Executive Update

Lori Campbell Baker introduced Daytona Beach City Manager Deric Feacher. Mr. Feacher discussed issues arising with the changes to the panhandling ordinance within the city limits. Due to the changes, the city will work on three things:

- Implement an ordinance to make it so stuff cannot be housed on the right of ways; the city will have a storage facility for anything they collect.
- Encourage businesses to trespass.
- Hire security or ambassadors to police areas within the city, like the Boardwalk.

Feacher also discussed that the city is working on changing how businesses operate on Main Street, the brewery in the Corbin Building, development around the Ocean Center, and Code Enforcement officers will be more active.

Department Updates

Group Sales

Lori Campbell Baker presented the HAT Marketing agreement, running from April through June 2024, for \$17,500. Campbell Baker also noted that the Digital Edge report will now be included in the Consent Agenda.

Bell asked if the Board had any comments or questions on the HAT Marketing agreement, which runs from April through June 2024 for \$17,500. After Board discussion, he entertained a motion to approve.

Motion by Jim Berkley to approve the HAT Marketing agreement, running from April through June 2024, for \$17,500. Second, by Blaine Lansberry. The motion passed 10-0.

Communications

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, media interviews, community outreach, and listening sessions. Booth also presented the Laurie Rowe Communications agreement, which runs from April 2024 through March 2025, for \$33,600.

Bell asked if the Board had any comments or questions on the Laurie Rowe Communications agreement, which runs from April 2024 through March 2025, for \$33,600. After Board discussion, he entertained a motion to approve.

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Motion by John Betros to approve the Laurie Rowe Communications agreement, which runs from April 2024 through March 2025, for \$33,600. Second, by Jonny Magill. The motion passed 10-0.

Marketing & Design

Kay Galloway reported upcoming international blog content, consumer eNewsletters, content creation, the 2024 Visitors' Choice awards, upcoming consumer shows, and intercepts that Downs & St. Germain Research will conduct starting April 1st.

Reports of Officers

Finance & Human Resources

January 2024 Board Financial Packet

Chuck Grimes presented the January 2024 Financial Report. Grimes also reported that expenditures were within guidelines, and current revenues have exceeded last year's.

Standing Committees

Sports Committee

US Senior Pickleball

Brandon Little introduced Michael Hoxie, who came before the Board to request \$20,000 for two events: The USSP East Championship, December 6-8, 2024, and the USSP North American Championship, February 21-24, 2025. Both events will take place at Pictona.

Following Board discussion, Bell entertained a motion to approve the request of \$20,000 for two events: The USSP East Championship, December 6-8, 2024, and the USSP North American Championship, February 21-24, 2025.

Motion by John Betros to approve the request for \$20,000 for two events: The USSP East Championship, December 6-8, 2024, and the USSP North American Championship, February 21-24, 2025. Second, by Blaine Lansberry. The motion passed 10-0.

Sports Event Funding Guidelines

Little updated the Board on the updates to the Sports Event Funding Guidelines. The Board would like more information added to the guidelines before they vote to approve. Changes include:

- Reworking the funding caps
- Adding a score sheet

Advertising Committee

Tourism Events Application & Funding Guidelines

Galloway reviewed the updates to the Tourism Events Application and Funding Guidelines.

Following Board discussion, Bell entertained a motion to approve the updates to the Tourism Events Application and Funding Guidelines.

Motion by John Phillips to approve the updates to the Tourism Events Application and Funding Guidelines. Second, by Linda Bowers. The motion passed 10-0.

Tourism Events

Spring Daytona Turkey Run

James Richards with the Daytona Turkey Run gave an update on what will occur at the 34th Annual Spring Daytona Turkey Run, March 22-24, 2024.

Jeep Beach

Charlene Greer gave an update on Jeep Beach 2024, which will take place April 19-28, 2024. This year's event will include a music festival that will take place at Daytona International Speedway.

Friends of the Bandshell Summer Concert Series

Dino Paspalakis and Norm Pytel gave an update on the 2024 Summer Concert Series presented by the Friends of the Bandshell, which will take place May 25 – September 28, 2024.

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The Zimmerman Agency

Consumer Marketing & Campaign Recap

Amy Shackelford updated the Board on the billboard in Times Square. Spencer Gibboney presented a campaign recap for consumer advertising, creative updates, and research.

HR Committee

CVB Staffing Adjustments & Strategy

Campbell Baker let the Board know that Brenda Redmon has been made Interim Director of Group Sales, and the job description for that position has been added to DaytonaBeach.com. Campbell Baker also mentioned that the CVB will be looking to refill the position held by Amber White.

Mid-Florida Marketing and Research

Campbell Baker told the Board that Evelyn Fine could not attend today's meeting and that the Economic Impact of 2023 Special Events is in their packets.

New Business

Campbell Baker spoke with the Board about March and April business.

Adjourn

Without further business or public participation, the meeting adjourned at 4:00 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager