

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

## REGULAR MEETING

Wednesday, March 22, 2023 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Oceanview

The Halifax Area Advertising Authority meeting was called to order by Chair Androse Bell at 2:00 pm, March 22, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, Linda Bowers, Steve Farley, Blaine Lansberry, and Samir Naran. Libby Gallant, Jim Jaworski, and John Phillips attended via Zoom Video Conferencing Software. John Betros and Josh Harris were absent.

### **Guests:**

Jim Abbott, Patrick Blankenship, Laura Coleman, Charlene Greer, Kurt Greer, Suzanne Heddy, Matt Reinhart, Kate Sark, and Amy Shackelford. Spencer Gibboney, Drew Lewis, and James Richards attended via Zoom Video Conferencing Software.

### **Staff Present:**

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

### **Public Participation**

None

### **Board Member Participating and Voting Virtually**

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

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Motion by Jim Berkley recognized that John Phillips would be participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 7-0.

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

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Motion by Steve Farley recognized that Jim Jaworski would be participating and voting virtually due to an extraordinary circumstance. Second, by Jim Berkley. The motion passed 7-0.

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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 Linda Bowers recognized that Libby Gallant would be participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 7-0.

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### **Consent Agenda**

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

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Motion by Linda Bowers to approve the Consent Agenda, item a-k. Second, by Steve Farley. The motion passed 8-0.

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### **Department Update**

#### **Communications**

Andrew Booth presented the Laurie Rowe Communications agreement to the Board. The \$32,000 agreement begins on April 1, 2023, and ends on March 30, 2024.

Bell asked if the Board had any comments or questions on approving the \$32,000 agreement with Laurie Rowe Communications. After Board discussion, he entertained a motion to approve.

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Motion by Steve Farley to approve the \$32,000 agreement with Laurie Rowe Communications. Second, by Blaine Lansberry. The motion passed 8-0.

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### Standing Committees

#### Advertising Committee

##### Tourism Event Funding

##### Mustangs at Daytona

Kay Galloway presented the \$5,000 tourism event funding request for Mustangs at Daytona on July 10-15, 2023. Funding 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 Mustangs at Daytona, July 10-15, 2023. After Board discussion, he entertained a motion to approve to table the vote.

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Motion by Steve Farley to table the \$5,000 event funding request until the May 17, 2023, HAAA Board meeting when the event organizer can be present. Second, by Jim Berkley. The motion passed 8-0.

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### Executive Update

Lori Campbell Baker presented the Executive Report. The report covered an update on the new HAAA Board appointments and reappointments, coastal restoration, and the new office move. Campbell Baker also introduced the latest staff member to the Daytona Beach Area Convention & Visitors Bureau, Natasha Hardie (Group Sales Coordinator). Campbell Baker also reported that Sam Pollack had left his position and that Linda McMahon was interviewing potential job candidates.

### Department Update

#### Group Sales

McMahon reported on an added value program that the department is working on with HAT Marketing, and the Group Sales department is on pace to meet their fiscal year sales goals. McMahon also reported to the Board that WestJet wants to add the Daytona Beach area to their product line.

#### Communications

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

#### Marketing

Galloway reported on the new Destination Guide, Connor Rand's upcoming travel schedule, the American Airlines flight from Philadelphia, and the new Event Survey that will be handed out at area events.

### Standing Committees

#### Advertising Committee

##### Tourism Event Funding

##### Spring Daytona Turkey Run

James Richards with the Daytona Turkey Run gave an update on what will occur at the 33<sup>rd</sup> Annual Spring Daytona Turkey Run, March 24-26, 2023.

##### Jeep Beach

Charlene Greer gave an update on Jeep Beach 2023, which will take place April 23-30, 2023.

### The Zimmerman Agency

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

Spencer Gibboney and Amy Shackelford reviewed the "Beach On" campaign analytics. Shackelford updated the Board on the anamorphic billboard in Times Square in April 2023.

### Reports of Officers

#### Finance & Human Resources

##### January 2023 Board Financial Packet

Chuck Grimes presented the January 2023 Financial Report. Grimes also let the Board know that the explanation of Volusia County's investment strategy was in their packets.

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### **New Business**

Campbell Baker thanked the Board for their hard work and updated them on who would no longer serve on the Board (Steve Farley, Josh Harris, and Libby Gallant). Campbell Baker also gave Farley a certificate of appreciation for his service to the Daytona Beach area. Certificates will be mailed to Harris and Gallant later in the week.

### **Adjourn**

Without further business or public participation, the meeting adjourned at 3:15 pm.

Submitted by Jennifer Sims, Marketing Systems Manager