

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, May 17, 2023 • 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 pm, May 17, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, Ken Bots, Linda Bowers, John Betros, Megan Butler, Blaine Lansberry, Jonathan Magill, Samir Naran, and Jim Jaworski. John Phillips attended via Zoom Video Conferencing Software.

Guests:

Tim Buckley, Laura Coleman, Chris Davidson, Spencer Gibboney, Suzanne Heddy, Karen Kuhn, Joanne Magley, Robert Merrill, Dino Paspalakis, Norm Pytel, James Richards, Kate Sark, Amy Shackelford, and Curtis Zimmerman. Bill Boggs, Michelle Petro, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

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

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.

Motion by Linda Bowers recognized that John Phillips would be participating and voting virtually due to an extraordinary circumstance. Second, by John Betros. The motion passed 10-0.

Public Participation

Suzanne Heddy invited the Board, audience members, and CVB staff to an ECHO Gallery Reception on May 25, 2023.

Lori Campbell Baker introduced the three new HAAA Board Members, Ken Bots, Megan Butler, and Jonathan Magill, and then had everyone in the room introduce themselves.

2023/2024 HAAA Board Elections

Chair

Motion by Jim Berkley to nominate Androse Bell to remain Chair of the HAAA Board during 2023-2024. Second, by John Betros. The motion passed 9-0.

Vice-Chair

Motion by John Betros to nominate Linda Bowers to remain Vice-Chair of the HAAA Board during 2023-2024. Second, by Blaine Lansberry. The motion passed 9-0.

Secretary/Treasurer

Motion by Jim Berkley to nominate Jim Jaworski to be the Secretary/Treasurer of the HAAA Board during 2023-2024. Second, by Blaine Lansberry. The motion passed 9-0.

Bell thanked everyone for their time serving on the Board. He left the meeting, and Vice-Chair Linda Bowers took over.

Consent Agenda

Bowers asked if the Board had any comments or questions on the Consent Agenda, item a-j. After Board discussion, she entertained a motion to approve.

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

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered the recent softening of business, the shorter booking windows, and sargassum. Campbell Baker also introduced Chris Davidson to review the Resident Sentiment Survey conducted by MMYG Global.

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Davidson reviewed the Resident Sentiment Survey with the Board and answered questions regarding the results.

Additional Support of NCA/NDA 2024-2026

Campbell Baker presented the partnership request from NCA/NDA; this will award the event to Daytona Beach for the next three (3) years (2024-2026). Also included will be a 3-year renewal option with 16 months' notification.

Bowers asked if the Board had any comments or questions on approving the \$75,000 per year from the Convention & Visitors Bureau for additional support of NCA/NDA for 2024-2026. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the \$75,000 per year from the Convention & Visitors Bureau for additional support of NCA/NDA for 2024-2026. Second, by Jonathan Magill. The motion passed 10-0.

Marketing Support for Avelo Flight

Joanne Magley presented to the Board an opportunity to assist the airport and Avelo with \$50,000 in marketing support.

Bowers asked if the Board had any comments or questions on approving the \$50,000 marketing spend ask from Daytona Beach International Airport and Avelo. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the \$50,000 marketing spend ask from Daytona Beach International Airport and Avelo. Second, by Jim Jaworski. The motion passed 10-0.

Department Updates

Group Sales

Linda McMahon presented the July - September 2023 HAT Marketing Agreement for \$17,500.

Bowers asked if the Board had comments or questions on the July - September 2023 HAT Marketing Agreement for \$17,500. After Board discussion, she entertained a motion to approve.

Motion by Jim Berkley to approve the July - September 2023 HAT Marketing Agreement for \$17,500. Second, by John Betros. The motion passed 10-0.

Communications

Andrew Booth reported on recent press releases for the 2023 Visitors' Choice Awards, the anamorphic billboard in Times Square, the Community Listening Session on May 16th, community outreach, local speaking engagements, and an upcoming Golf FAM with Kingfish Communications.

Marketing & Design

Kay Galloway reported on the efforts for Memorial Day, upcoming eNewsletters, an email for residents for the Avelo Flight, new videos, and the upcoming Coffee & Connections on May 19th.

Standing Committees

Advertising Committee

Tourism Event Funding

10th Annual SBT AquaX Daytona Grand Prix

Michelle Petro presented the \$20,000 funding request for the 10th Annual SBT AquaX Daytona Grand Prix, which will occur August 18-20, 2023. Funding will go towards the marketing of the event.

Bowers asked if the Board had comments or questions on the \$20,000 funding request for the 10th Annual SBT AquaX Daytona Grand Prix, August 18-20, 2023. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the \$20,000 funding request for the 10th Annual SBT AquaX Daytona Grand Prix, August 18-20, 2023. Second, by Jonathan Magill. The motion passed 10-0.

2023 Summer Concert Series

Dino Paspalakis and Karen Kuhn were on hand to answer questions on the 2023 Summer Concert Series presented by the Friends of the Bandshell, which will take place May 27 – September 30, 2023.

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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 that was in Times Square in April 2023.

Q4 Media

Gibboney, Shackelford, and Curtis Zimmerman reviewed the fourth-quarter media spend with the Board.

Bowers asked if the Board had comments or questions on the \$1,507,002.40 fourth-quarter media spend. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the \$1,507,002.40 fourth-quarter media spend. Second, by Jim Jaworski. The motion passed 10-0.

HR Committee

Campbell Baker spoke with the Board about the need for HAAA Board Members to serve on the HR Committee. Blaine Lansberry and Ken Bots have offered to sit on those Committees.

Reports of Officers

Finance & Human Resources

March 2023 Board Financial Packet

Chuck Grimes presented the March 2023 Financial Report. Grimes also let the Board know that the expenses are within the budget for this fiscal year, the year-to-date numbers are looking good, and there will be adequate funds in the fund balance at the end of the fiscal year.

Mid-Florida Marketing & Research

Campbell Baker informed the Board that the October – December 2022 Visitor Profiles were included in their packets.

New Business

Campbell Baker shared the renderings for the Daytona Atlantic project.

Adjourn

Without further business or public participation, the meeting adjourned at 4:22 pm.

Submitted by Jennifer Sims, Marketing Systems Manager