

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
REGULAR MEETING**

Wednesday, May 18, 2022 • 2:00 PM • Daytona International Speedway
1801 West International Speedway Boulevard, Daytona Beach, FL 32114 Room: Midway Suite 236

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 12:01 pm, May 18, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Linda Bowers, Steve Farley, Josh Harris, Jim Jaworski, Blaine Lansberry, Samir Naran, and John Phillips. Libby Gallant attended via Zoom Video Conferencing Software for the first half of the meeting and then in person for the later part of the meeting.

Guests:

Dale Baron, Scott Brandon, Sarah Caro, Colt Cheadle, Brett Circe, Laura Coleman, Christie DeAntonio, Dave DiMaggio, Nathalie Dupont, Chip Futch, Deana Gammero, Katy Gewatowski, Thom Hart, Jacqui Hartnett, Suzanne Heddy, Andy Jorishie, Susan Keaveney, Aileen Kelleman-Band, Andy Kovan, Karen Kuhn, Adam LaRocca, Travis McClure, John Nicholas, Liz Paradise, Norm Pytel, Marlo Russom, Kate Sark, Shelby Selner, Katherine Thompson, Daniela Velez, Ana Ventura, Liz Wittig, and Curtis Zimmerman. Evelyn Fine, Leah Garey, Michelle Petro, and Jessica Srodulski attended via Zoom Video Conferencing Software.

Staff Present:

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

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for a motion to recognize that Libby Gallant was participating and voting virtually.

Motion by John Betros recognized that Libby Gallant would be participating and voting virtually. Second, by Steve Farley. The motion passed 7-0.

Public Participation

None

2022/2023 HAAA Board Elections

Chair

Motion by John Betros to nominate Androse Bell to be the Chair of the HAAA Board during 2022-2023. Second, by Linda Bowers. The motion passed 8-0.

Vice-Chair

Motion by John Betros to nominate Linda Bowers to be the Vice-Chair of the HAAA Board during 2022-2023. Second, by Josh Harris. The motion passed 8-0.

Secretary/Treasurer

Motion by Androse Bell to nominate Steve Farley to be the Secretary/Treasurer of the HAAA Board during 2022-2023. Second, by Jim Berkley. The motion passed 8-0.

The HAAA Board thanked Jim Berkley for his time serving as Chair, then newly appointed Chair Androse Bell took over the meeting.

Consent Agenda

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

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

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered the area's thirteen months of recording-breaking revenue and an update on rising gas and flight prices. Campbell Baker also recognized the recently deceased Big John for his service to the area and the tourism industry.

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Standing Committees

Advertising Committee

Tourism Event Funding

2022 P1 AquaX Daytona Grand Prix

Michelle Petro requested \$20,000 for marketing support for the 2022 P1 AquaX Daytona Grand Prix occurs August 12-13, 2022. The \$20,000 funding request would go towards digital and social media.

Following the Board discussion, Androse Bell asked if the Board had any comments or questions on approving the \$20,000 funding request for the 2022 P1 AquaX Daytona Grand Prix. Hearing none, he entertained a motion to approve.

Motion by Josh Harris to approve the \$20,000 funding request for the 2022 P1 AquaX Daytona Grand Prix. Second, by John Phillips. The motion passed 11-0.

Meetings & Conventions Committee

HAT Marketing Agreement

Linda McMahon presented the July – September 2022 Quarterly HAT Marketing Agreement for \$16,500.

Bell asked if the Board had any comments or questions on the July – September 2022 Quarterly HAT Marketing Agreement for \$16,500. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve the July – September 2022 Quarterly HAT Marketing Agreement for \$16,500. Second, by Jim Berkley. The motion passed 11-0.

Advertising Agency Presentations & Selection of Agency of Record

Campbell Baker and Kay Galloway introduced the four advertising agencies presenting: The Zimmerman Agency, Aqua Marketing & Communications, Starmark, and The Brandon Agency. Each agency was given forty minutes for their presentation and twenty minutes to answer questions.

After the four presentations were given, Bell asked the Board to rank each agency from one to four, one being their top choice.

Vote One:

- The Zimmerman Agency (19)
- The Brandon Agency (24)
- Starmark (27)
- Aqua Marketing & Communications (40)

After Board discussion, Bell again asked the Board to rank the top two choices, The Zimmerman Agency and The Brandon Agency, from one to two, one being their top choice.

Vote Two:

- The Zimmerman Agency (13)
- The Brandon Agency (18)
- Starmark (2)

Following Board discussion, Bell entertained a motion to engage The Zimmerman Agency in negotiations to become the agency of record for the Daytona Beach Area CVB.

Motion by John Betros to engage The Zimmerman Agency in negotiations to become the agency of record for the Daytona Beach Area CVB. Second, by Linda Bowers. After a roll-call vote, the motion passed 11-0.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:02 pm.

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Submitted by Jennifer Sims, Marketing Systems Manager