

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

Wednesday, May 19, 2021 • 2:00 PM • Daytona International Speedway, Midway Suites 255-256  
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:00 p.m., May 19, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnetti, Jim Jaworski, Samir Naran, and John Phillips. Josh Harris and Blaine Lansberry attended via Zoom Video Conferencing Software.

**Guests:**

Jim Abbott, Patrick Blankenship, John Cameron, Laura Coleman, Suzanne Heddy, Andrea Kerr, Andy Kovan, Karen Kuhn, Norm Pytel, Kate Sark, and Shelby Selner. Christie DeAntonio and Evelyn Fine attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Kay Galloway, Linda McMahon, Chuck Grimes, and Jennifer Sims.

**Board Member Participating and Voting Virtually**

Jim Berkley asked the Board for separate motions to recognize that Josh Harris and Blaine Lansberry were participating and voting virtually due to an extraordinary circumstance.

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Motion by Steve Farley recognized that Josh Harris was participating and voting virtually due to an extraordinary circumstance. Second, by John Phillips. The motion passed 8-0.

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Motion by John Betros recognized that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 8-0.

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**Public Participation**

None

**2021/2022 HAAA Board Elections**

**Chair**

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John Betros nominated Jim Berkley to be the Chair of the HAAA Board during 2021-2022. Second, by Steve Farley. The motion passed 9-0.

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**Vice-Chair**

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Steve Farley nominated Androse Bell to be the Vice-Chair of the HAAA Board during 2021-2022. Second, by Jim Berkley. The motion passed 9-0.

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**Secretary/Treasurer**

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Jim Berkley nominated Steve Farley to be the Secretary/Treasurer of the HAAA Board during 2021-2022. Second, by John Betros. The motion passed 9-0.

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**Consent Agenda**

Jim Berkley asked if the Board or the public had any comments or questions on the Consent Agenda, items a-j. Hearing none, he entertained a motion to approve.

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Motion by Steve Farley to approve the Consent Agenda, items a-j. Second, by Androse Bell. The motion passed 10-0.

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**Executive Report**

Lori Campbell Baker presented the Executive Report. The report covered consumer sentiment (trending up regarding travel) and the Halifax Area's recording-breaking March bed tax collections.

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### Department Updates Communications/PR

Campbell Baker informed the Board that Kate Holcomb was on a site visit with Laurie Rowe Communications, and a copy of the March and April Media Report was in the Consent Agenda.

### Marketing & Design

Kay Galloway reported on the re-staffing of the CVB's Visitor Information Centers at Daytona International Speedway and Destination Daytona, resuming rack services in the Orlando market, and marketing efforts for the summer.

### Group Sales

Linda McMahon reported on the Group Sales Department's sales initiatives, upcoming mini Zoom Tradeshows for the UK market, and messaging to the Canadian Trade market. The Sales Team has recently attended four shows, and will be attending 11 more shows through the end of September 2021.

### Reports of Officers

#### Secretary/Treasurer – Steve Farley

#### Finance & Human Resources

##### March 2021 Board Financial Packet

Chuck Grimes presented the March 2021 Financial Report. Grimes also reported that the CVB's revenue stream is trending closer to the County's original budget of just over \$8 million.

### Standing Committees

#### Advertising Committee

##### The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Andy Kovan, and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the July through September 2021 Media Plan.

After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the July through September 2021 media spend of \$550,698.

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John Betros made a motion to approve the July through September 2021 media spend of \$550,698. Second, by Jim Berkley. The motion passed 11-0.

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#### Additional Funds Media Recommendation

Shelby Selner presented a plan to increase brand awareness in prime markets from July through September 2021. The Brandon Agency recommends spending an additional \$350,743 total, covering several new initiatives: the Tailgate Alumni Tour, VISIT FLORIDA's AARP Digital and Print Opportunities, Fall Cable TV, TV Sync - and potential spending in Canada and the UK (depending on when they are allowed to resume traveling).

After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the additional Media spend of \$350,743.

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Linda Bowers made a motion to approve the additional Media spend of \$350,743. Second, by Jim Berkley. The motion passed 11-0.

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#### 2021/2022 Simpleview Contract

Galloway reviewed the 2021/2022 Simpleview Contract with the Board. The annual investment is \$139,988 and includes the Content Management System (CMS), Customer Relationship Management (CRM) system, Map Publisher, SimpleSupport, CrowdRiff, VisitApps, AudioEye, Search Engine Marketing, and Barberstock.

After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the 2021/2022 Simpleview Contract at the cost of \$139,988.

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### Human Resources Committee

#### Staff Retention/Compensation

Samir Naran presented the recommendation from the Human Resources Committee to catch staff up on raises, retroactive to their performance review dates. Naran reminded the Board that raises were put on hold due to the pandemic. After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve catching staff up on raises retroactive to their review date.

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Jim Berkley made a motion to approve catching staff up on raises retroactive to their review date. Second, by John Betros. The motion passed 10-1. Robert Burnetti cast the opposing vote.

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### Research

Evelyn Fine with Mid-Florida Marketing & Research discussed a research proposal. After Board discussion, no motion was made to move forward with the research contract.

### New Business

Campbell Baker welcomed Jim Jaworski of the Daytona Tortugas to the HAAA Board. Campbell Baker also informed the Board of the dates of the 60<sup>th</sup> Rolex 24 At DAYTONA and the Welcome to Rockville concert lineup.

### Adjourn

There being no further business or public participation, the meeting adjourned at 3:12 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager