

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
Budget and Marketing Plan Workshop**

Monday, June 17, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located at One Daytona Blvd., Daytona Beach, FL 32114

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present: Androse Bell, John Phillips, Josh Harris, Libby Gallant, Linda Bowers, Lisa Shavatt and Steve Farley

Board Members Absent: Blaine Lansberry, Jim Berkley, John Betros and Samir Naran

Guests: Brian Rothwell and Shelby Selner (on phone)

Staff Present: Lori Campbell Baker, Kay Galloway, Kate Holcomb, Chuck Grimes, Linda McMahon and Jennifer Sims

CALL TO ORDER

Chair Linda Bowers called the meeting to order at 2:00 p.m. Attendance was taken by Christy Zimmerman.

1. 2019/20 Budget Discussion

a) Official budget letter from the County

Lori Campbell Baker reviewed the official budget letter from Volusia County. The anticipated disbursement to HAAA for FY 2019-2020 is \$9,085,095.

b) Recap of any recommended changes

Campbell Baker stated that the CVB is planning for a flat budget of \$9,085,095 in FY 2019-2020. This is just over \$154,000 more than last year's budget, and it will include budgeting an Ocean Center reimbursement of a full \$400,000 (vs. the current \$258,000), plus an airlift support amount of \$50,000

- **Administrative** – Includes 3% overall in merit raises, restructuring job descriptions for two Group Sales positions, and adding an operations position. Actual healthcare costs for FY 2019-2020 are not known at this point so actual FY 2018-2019 costs, plus a small potential increase, was used for budgeting purposes.
- **Advertising Agency** – This line item includes a 4% increase in media placement for Consumer Advertising. The Brandon Agency will present the actual FY 2019-2020 media plan to the Advertising Committee prior to submitting it to the HAAA Board at its July meeting.
- **Direct Consumer Fulfillment** – Overall, this line decreased. Within the line item: Rack Space/Digital increased due to moving the cost of arts & culture collateral materials from Arts, Culture & Heritage Tourism to Marketing where the function is implemented. Collaterals/Print & Direct Mail line items decreased due to eliminating two direct mail newsletters in favor of electronic (e-mail) delivery. Shipping went up due to an increase in the number of requests for Visitor Guides and other CVB collaterals.

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A discussion followed on the two direct mail pieces eliminated from the marketing plan. The Board recommended that the CVB team revise the marketing plan and budget to include the cost of printing and mailing two direct mail pieces.

- **Consumer Promotions/Annual Events** – Collaterals/Consumer Promotions increased to provide more collateral materials and produce an updated trade show booth. Golf Program Marketing decreased due to cost savings found with a new vendor and more efficient media buys. The marketing plan focuses on attending Consumer Shows located within the CVB's prime nine markets, resulting in a decrease in the Convention Show line item as some shows were eliminated from next year's schedule. Annual Events will continue to be built into the annual budget. Shipping costs will increase slightly due to the new booth. Travel & Entertainment increased to cover staff travel associated with the marketing plan.
- **Digital Services** – E-mail Marketing Programs increased to cover fees associated with the CVB's growing e-mail database. Simpleview decreased due to being able to bundle some digital services and expensing the website refresh project in FY 2018-2019. Dues & Memberships is a new line item for Marketing and covers staff membership in professional organizations. Contract-3rd Party professional services increased to cover software licenses required for the CVB's survey, video and e-mail platforms. The budget also includes marketing staff attending the Simpleview Summit (website training) this year.
- **Tourism Events** – Tourism Event budget decreased to align more closely with actual spending levels awarded in 2018-2019. Tradeshow and Conventions & Promotions increased to cover the cost of the producing new sponsorship banners for the Biketoberfest® Welcome Tent and streetlights (poles).
- **Meetings & Conventions** – The CVB is increase support for Tradeshows to participate in what are new emerging markets for this area such insurance, financial and medical. This will, in turn, also increase line items for Travel Expenses, Client Expenses, and our Sponsorship Opportunities.
- **Travel Industry Sales** – This line item has increased to support potential new shows in addition to maintaining current market activities. Market Development increased to cover all marketing agreements with tour agents. This will include potential opportunities with emerging markets. This will also help the CVB stay in front of target markets if support from organizations such as VISIT FLORIDA is reduced next year.
- **Communications** – Per the HAAA Strategic Planning Workshop, \$30,000 for the production and distribution of arts and culture collateral materials was moved to Marketing. The Arts, Culture Heritage & Tourism Committee will continue its role as a vital advisory group to assist in reviewing CVB content and collaterals and to help ensure arts and culture is represented in marketing the destination to visitors.

2. 2019-2020 Marketing Plan

Campbell Baker reported that the 2019-2020 Marketing Plan is similar to the 2018-2019 Marketing Plan with some adjustments to balance the budget.

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Campbell Baker added that the Board will see that the CVB's collaboration with Southeast Volusia, West Volusia, Ocean Center, and the Daytona Beach International Airport shows throughout the entire marketing plan. The plan references the Prime Nine, which are the prime nine cities The Brandon Agency has identified as the top markets.

John Phillips asked if we need to budget for more images and video content in FYI 2019-2020 to support the refreshed website. Galloway confirmed that the CVB has an extensive image, video and content library and that we are continually adding more. Holcomb added the CVB is reaching out to its partners to encourage them to update their listing and images via the Partner Gateway extranet prior to the launch in November.

Linda Bowers added the whole CVB team did a great job with putting together the budget and the marketing plan.

3. Unfinished Business

None

4. New Business

None

5. Public Participation

None

Bowers thanked all for attending and adjourned the meeting at 4:04 p.m.

**Respectfully submitted,
Christy Zimmerman
Executive Assistant**