

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

Wednesday, June 17, 2020 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort, Grand Ballroom (South Tower)
100 North Atlantic Avenue, Daytona Beach, FL 32118

This meeting of the Halifax Area Advertising Authority was called to order by the Chair Jim Berkley at 2:03 p.m., June 17, 2020. Jennifer Sims took attendance, and the following Board members were present: Jim Berkley, Androse Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnett, Libby Gallant, and Samir Naran. Blaine Lansberry and John Phillips attended via conference call. Josh Harris attended via Zoom Video Conferencing Software.

Guests:

Scott Brandon, Tim Buckley, Laura Coleman, Brandon Crowder, Bob Davis, Christie DeAntonio, Evelyn Fine, Casmira Harris, Andy Kovan, John Nicholson, Brian Rothwell, Holly Sabbagh, Shelby Selner, Paul Slaven, Jay Taylor, Jordan White, and Liz Wittig

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Chuck Grimes, Linda McMahon, Jennifer Sims. Amber White attended the meeting via Zoom Video Conferencing Software.

Public Participation

None

Consent Agenda

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

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

Reports of Officers

Secretary/Treasurer – Steve Farley

Finance & Human Resources

April 2020 Board Financial Packet

Chuck Grimes presented the April Financial Report. Berkley asked for any questions or comments, and hearing none stated that the financial report would be filed for audit.

Standing Committees

Advertising Committee

The Brandon Agency

Christie DeAntonio, Andy Kovan, and Shelby Selner presented the advertising updates, new opportunities, and the 2020 – 2021 Planning Strategy.

Selner presented the consumer media spend for July – September for the amount of \$587,003.

Following the Board discussion, Jim Berkley asked if the public had any comments or questions on approving the July – September media spend for the amount of \$587,003. Hearing none, he entertained a motion to approve.

Motion by Steve Farley to approve the \$587,003 for the July – September consumer media spend. Second, by Blaine Lansberry. The motion passed 11-0.

Reserves Activation

The discussion to activate reserves moved to the July 22, 2020 meeting.

2020-2021 Budget Discussion

Campbell-Baker, Grimes, Galloway, McMahon, and Holcomb went through the Fiscal Year 2020-2021 Budget draft, for Board review and discussion.

A column listing Fiscal Year 2019-2020 actuals with projections will be added to the Fiscal Year 2020-2021 Budget documents and sent to the Board for review. The Fiscal Year 2020-2021 budget will be put on the July 22, 2020 meeting agenda for a vote.

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2020-2021 Marketing Plan

Campbell-Baker, Grimes, Galloway, McMahon, and Holcomb presented the 2020-2021 Marketing Plan.

Department Update

Marketing & Design

Galloway let the Board know that the new Vacation Guide will be available soon.

Group Sales

McMahon advised that lodging partners may notify the CVB of their priority time periods and special offers, referred to as “hot dates and deals,” so the sales team can connect them with groups considering the Daytona Beach area.

Partner Updates

None

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:27 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager