

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BUDGET WORKSHOP

Wednesday, June 21, 2023 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority Budget Workshop was called to order by Chair Androse Bell at 2:02 p.m., June 21, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, Ken Bots, Linda Bowers, Megan Butler, Jim Jaworski, Jonny Magill, Samir Naran, and John Phillips. John Betros and Blaine Lansberry attended via Zoom Video Conferencing Software,

## **Guests:**

Jim Abbott, Jessica Gow, Suzanne Heddy, Rob Merrell, and Mya Surrency. Kevin Brett, Spencer Gibboney, Amy Shackelford, and Natalie Yablon attended via Zoom Video Conferencing Software.

## **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Linda McMahon, Brian Bentley, Sharon Harlow, Connor Rand, and Jennifer Sims. Mara Robin attended by Zoom Video Conferencing Software.

## **Public Participation**

Suzanne Heddy invited the Board, audience members, and CVB staff to the August 24, 2023, dedication of the new Smokey Yunick Historic Marker in Holly Hill.

Rob Merrell and Jessica Gow with Cobb Cole discussed and answered questions on the new Daytona Atlantic hotel/condo project.

## **2023/2024 Budget Discussion**

### **Budget Discussion**

Lori Campbell Baker, Chuck Grimes, Linda McMahon, Andrew Booth, and Kay Galloway reviewed the budget breakdown and highlighted items of note. Campbell Baker noted that this year's budget includes \$2,544,091 from the fund balance (not reserves).

Following the Budget discussion, the Board recommended the budget as presented move forward for approval at the July 19, 2023, HAAA Board meeting.

## **2023/24 Marketing Plan**

Campbell Baker reviewed the 2023/2024 Marketing Plan. The Board had no suggestions for changes.

## **New Business**

Campbell Baker informed the Board of welcoming the first two Avelo flights, June 22 from New Haven, CT, and June 23 from Philadelphia/Wilmington, DE, at the Daytona Beach International Airport.

## **Adjourn**

There being no further business or public participation, the workshop adjourned at 3:01 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager