

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

Wednesday, July 19, 2023 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority meeting was called to order by Vice-Chair Linda Bowers at 2:03 pm, July 19, 2023. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Linda Bowers, John Betros, Megan Butler, Blaine Lansberry, Jonny Magill, Samir Naran, Jim Jaworski, and John Phillips. Ken Bots attended via Zoom Video Conferencing Software. Androse Bell was absent.

Guests:

Jim Abbott, Will Berchelmann, Kevin Bowler, Cyrus Callum, Laura Coleman, Bob Davis, Karen Feaster, Spencer Gibboney, Jake Johansson, Andy Jorishie, Joanne Magley, Ryan Ronk, Kate Sark, and Amy Shackelford. Drew Lewis, Lacey Link, Robert Link, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

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

Board Member Participating and Voting Virtually

Linda Bowers asked the Board for a motion to recognize that Ken Bots was participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Ken Bots would be participating and voting virtually due to an extraordinary circumstance. Second, by Jonny Magill. The motion passed 8-0.

Public Participation

None

Consent Agenda

Bowers asked if the Board had any comments or questions on the Consent Agenda, item a-n. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the Consent Agenda, items a-n. Second, by Jim Jaworski. The motion passed 10-0.

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered summer business and how the CVB is trying to lift visitation. Campbell Baker also mentioned data provided by Bob Davis on trip length and spending.

Fiscal Year 2023/2024 Budget Approval

Bowers asked if the Board had any comments or questions on the Fiscal Year 2023/2024 Budget. After Board discussion, she entertained a motion to approve.

Motion by John Betros to approve the Fiscal Year 2023/2024 Budget. Second, by Jim Berkley. The motion passed 10-0.

Fiscal Year 2023/2024 Marketing Plan Approval

Bowers asked if the Board had any comments or questions on the Fiscal Year 2023/2024 Marketing Plan. After Board discussion, she entertained a motion to approve.

Motion by Blaine Lansberry to approve the Fiscal Year 2023/2024 Marketing Plan. Second, by John Betros. The motion passed 10-0.

Department Updates

Group Sales

Linda McMahon reported on the upcoming Digital Edge pay-per-click campaign (running August – September 2023), geo-fencing at recent conferences (Connect and the American Society of Association Executives), the upcoming Arrowhead FAM, new reports through Simpleview, and a HAT Marketing opportunity with THG Holidays. The Sales Team is pacing above their goals; 355 leads have been generated so far this year and 84 pieces of new business have been booked.

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Communications

Andrew Booth reported on recent press releases, the Community Listening Session on August 15th, work with influencers and travel writers, community outreach, local speaking engagements, and a recent Golf FAM.

Marketing & Design

Kay Galloway reported on the TripAdvisor and Expedia co-ops, the Avelo Airlines giveaway, upcoming eNewsletters, Crowdriff content creators, Coffee and Connections (July 21), and the Biketoberfest® Master Plan meeting (July 21). Galloway also noted that the CVB is a Platinum Winner for the 2023 dotCOMM Awards in the Paid Media | Online Ad Campaign category and the CVB has won a Flagler Award.

Biketoberfest® Sponsorships

Galloway presented the Board with the five tentative sponsors for Biketoberfest®; Teddy Morse’s Daytona Harley-Davidson, Rue & Ziffra, Daytona Dodge, Blue Collar Beard Company, and Dream Giveaway.

Bowers asked if the Board had any comments or questions on the five tentative sponsors for Biketoberfest®; Teddy Morse’s Daytona Harley-Davidson, Rue & Ziffra, Daytona Dodge, Blue Collar Beard Company, and Dream Giveaway. After Board discussion, she entertained a motion to approve.

Motion by John Phillips to approve five tentative sponsors for Biketoberfest®; Teddy Morse’s Daytona Harley-Davidson, Rue & Ziffra, Daytona Dodge, Blue Collar Beard Company, and Dream Giveaway. Second, by Jonny Magill. The motion passed 10-0.

Standing Committees

Advertising Committee

2022-2023 Consumer Marketing & Campaign Recap

Spencer Gibboney and Amy Shackelford reviewed the “Beach On” campaign analytics. Gibboney updated the Board on the analytics from the anamorphic billboard that was in Times Square in April 2023.

Q1 and Q3 Media

Gibboney and Shackelford reviewed the first and second-quarter media spend with the Board.

Bowers asked if the Board had comments or questions on the \$3,883,200 first and second-quarter media spend. After Board discussion, she entertained a motion to approve.

Recommendation from the Advertising Committee to approve the \$3,883,200 first and second-quarter media spend. Second, by John Betros. The motion passed 10-0.

Daytona Beach International Airport and Volaire Aviation

Will Berchelmann with Volaire Aviation presented and answered questions regarding an airline industry update and current air service development best practices to the Board.

Tourism Event Funding

Epson (formerly Symetra) Tour Championship

Kevin Bowler and Ryan Ronk presented the marketing plan for the 2023 Epson Tour Championship, October 2-9, and a recap of the 2022 event. (The \$25,000 amount was previously approved by HAAA to be included in the annual budget.)

Run Daytona 15K – 10K – 5K Racing Weekend

Galloway presented the Board with the request of \$2,000 for the Run Daytona 15K – 10K – 5K Racing Weekend, September 8-10, 2023. The \$2,000 funding request will go towards marketing the event.

Campbell Baker asked if the Board had comments or questions on the \$2,000 tourism event funding request for the Run Daytona 15K – 10K – 5K Racing Weekend, September 8-10, 2023. After Board discussion, she entertained a motion to approve.

Recommendation from the Advertising Committee to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend. Second, by John Betros. The motion passed 9-0.

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Biketoberfest® 2023 Update

Galloway and Gibboney presented the marketing update for Biketoberfest® 2023.

Reports of Officers

Finance & Human Resources

May 2023 Board Financial Packet

Chuck Grimes presented the May 2023 Financial Report. Grimes also let the Board know that the expenses are within the budget for this fiscal year, the year-to-date numbers are looking good, and there will be adequate funds in the fund balance at the end of the fiscal year.

New Business

Campbell Baker asked the Board to review the proposed 2024 meeting and workshop dates and thanked Laura Coleman for all of her hard work.

Adjourn

Without further business or public participation, the meeting adjourned at 3:58 pm.

Submitted by Jennifer Sims, Marketing Systems Manager