

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

Wednesday, July 20, 2022 • 2:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

The Halifax Area Advertising Authority meeting was called to order by Chair Androse Bell at 2:00 pm, July 20, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Linda Bowers, Steve Farley, Libby Gallant, Josh Harris, Jim Jaworski, Samir Naran, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software.

**Guests:**

Jim Abbott, John Booker, Kevin Bowler, Jeff Brown, Laura Coleman, Suzanne Heddy, Andy Jorishie, Carol Kilian, John Nicholas, Norm Pytel, Ryan Ronk, Kate Sark, Amy Shackelford, and Curtis Zimmerman. Christie DeAntonio, Evelyn Fine, Leah Garey, Spencer Gibboney, Drew Lewis, and Shelby Selner attended via Zoom Video Conferencing Software.

**Staff Present:**

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

**Board Member Participating and Voting Virtually**

Androse Bell asked the Board for a motion to recognize that Blaine Lansberry was participating and voting virtually.

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Motion by Steve Farley recognized that Blaine Lansberry would be participating and voting virtually. Second, by Jim Jaworski. The motion passed 10-0.

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**Public Participation**

None

**Consent Agenda**

Bell asked if the Board had any comments or questions on the Consent Agenda, items a-l. After Board discussion, he entertained a motion to approve.

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

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**Executive Update**

Lori Campbell Baker presented the Executive Report. The report covered the meeting with the County, the two other CVB directors, the Ocean Center, and the Daytona Beach International Airport. Campbell Baker informed the Board that travel sentiment is at its highest.

**Fiscal Year 2022/2023 Budget Approval**

Bell asked if the Board had any comments or questions on the Fiscal Year 2022/2023 Budget. After Board discussion, he entertained a motion to approve.

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Motion by Jim Berkley to approve Fiscal Year 2022/2023 Budget. Second, by John Betros. The motion passed 11-0.

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**Fiscal Year 2022/2023 Marketing Plan Approval**

Bell asked if the Board had any comments or questions on the Fiscal Year 2022/2023 Marketing Plan. After Board discussion, he entertained a motion to approve.

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Motion by Libby Gallant to approve Fiscal Year 2022/2023 Marketing Plan. Second, by Linda Bowers. The motion passed 11-0.

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**Standing Committees**

**Advertising Committee**

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

Christie DeAntonio and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, and research.

**Additional Fourth Quarter Media**

DeAntonio and Selner reviewed an additional media spend during the fourth quarter totaling \$500,000 with the Board.

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Following Board discussion, Bell entertained a motion to approve the additional media spend during the fourth quarter totaling \$500,000.

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Josh Harris made a motion to approve the additional media spend during the fourth quarter totaling \$500,000. Second, by Linda Bowers. The motion passed 11-0.

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**Tourism Event Funding**

**Epson (formerly Symetra) Tour Championship**

Kevin Bowler and Ryan Ronk presented the marketing plan for the 2022 Epson Tour Championship and a recap of the 2021 event. (The \$25,000 amount was approved by HAAA to be included in the annual budget.)

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

Kay Galloway reviewed the event funding request for \$2,000 for the Run Daytona 15K – 10K – 5K Racing Weekend, September 9-11, 2022. The \$2,000 funding request will go towards marketing the event.

Following Board discussion, Bell entertained a motion to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend.

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Josh Harris made a motion to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend. Second, by Steve Farley. The motion passed 11-0.

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**Biketoberfest® 2022 Update**

Galloway presented the marketing update for the 30<sup>th</sup> anniversary of Biketoberfest® 2022. Galloway also updated the Committee on the GEICO agreement and the Official Welcome Tent, where visitors can pick up pins, posters, poker chips, and stickers.

**The Zimmerman Agency**

Andy Jorishie reviewed the Momentum Day outcome and the “Beach On” copy testing results with the Board. Curtis Zimmerman reviewed the new logo design with the Board.

**2022/2023 Media Placements**

John Nicholas presented the first quarter of 2022 – 2023 Media Placements.

Following Board discussion, Linda Bowers entertained a motion to approve the first quarter media spend for \$1,348,370.30.

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Josh Harris made a motion to approve the first quarter media spend for \$1,348,370.30. Second, by Steve Farley. The motion passed 10-0.

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**Tracking & Positioning Study**

Jorishie presented a \$40,000 tracking and positioning study that would be conducted through Downs & St. Germain's Research.

Following Board discussion, Bowers entertained a motion to approve the \$40,000 tracking and positioning study.

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Steve Farley made a motion to approve the \$40,000 tracking and positioning study. Second, by Jim Berkley. The motion passed 10-0.

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**The Zimmerman Agency Agreement**

Galloway reviewed The Zimmerman Agency contract with the Board.

Following Board discussion, Bowers entertained a motion to approve The Zimmerman Agency contract.

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John Betros made a motion to approve The Zimmerman Agency contract. Second, by Josh Harris. The motion passed 10-0.

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### Department Updates

#### Group Sales

Linda McMahon reviewed the Digital Edge campaign summary. McMahon also reported on the initiatives of the sales team, their new photo shoot, new content, KPIs over benchmarks, the new Group Sales Activity Report, an Economic Impact Calculator Report, and that the department is beginning to do a deep dive into lost business.

#### Communications

Andrew Booth reported on press releases, travel writers that had visited the area, new community listening sessions, and upcoming FAM trips with Laurie Rowe Communications.

#### Marketing

Kay Galloway reported on IZEA's three social media influencers, availability needed for the Coke Zero Sugar 400 and Biketoberfest®, partner survey regarding what co-ops they would be interested in, and Tourism Partner Day.

### Reports of Officers

#### Finance & Human Resources

##### May 2022 Board Financial Packet

Chuck Grimes presented the May 2022 Financial Report.

#### New Business

Campbell Baker asked the Board to review the 2023 meeting dates in the packets. Also, the HAAA Board meetings will again be held at the offices of the Daytona Beach Area CVB.

### Adjourn

There being no further business or public participation, the meeting adjourned at 3:59 pm.

Submitted by Jennifer Sims, Marketing Systems Manager