

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

Wednesday, July 21, 2021 • 2:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 Room: Dennis McGee

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:02 p.m., July 21, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, John Betros, Linda Bowers, Josh Harris, Jim Jaworski, Samir Naran, and John Phillips. Robert Burnetti and Blaine Lansberry attended via Zoom Video Conferencing Software. Steve Farley was absent.

Guests:

Jim Abbott, Kevin Bowler, Cyrus Callum, Bob Davis, Christie DeAntonio, Deric Feacher, Suzanne Heddy, Lena Hines, Big John, Andrea Kerr, Carol Kilian, Andy Kovan, Karen Kuhn, Joanne Magley, Norm Pytel, Ryan Ronk, Kate Sark, and Greg Sullivan. Shelby Selner attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes, and Jennifer Sims.

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for separate motions to recognize that Blaine Lansberry and Robert Burnetti were participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance. Second, by Linda Bowers. The motion passed 8-0.

Motion by Josh Harris recognized that Robert Burnetti was participating and voting virtually due to an extraordinary circumstance. Second, by John Betros. The motion passed 8-0.

Public Participation

Big John came before the HAAA Board with items he feels they should consider. He also congratulated the Board on the earnings for the Halifax Area.

Lori Campbell Baker welcomed the new City Manager, Deric C. Feacher.

Consent Agenda

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

Motion by John Phillips to approve the Consent Agenda, items a-k. Second, by John Betros. The motion passed 9-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered traveler sentiment (which is trending up regarding travel), the Halifax Area's recording-breaking March, April, and May bed tax collections, June/July forecast, and COVID-19.

Campbell Baker invited Joanne Magley to introduce the Daytona Beach International Airport's new Director of Aviation and Economic Resources, Cyrus Callum.

Fiscal Year 2021/2022 Budget Approval

Jim Berkley asked if the Board or the public had any comments or questions on the Fiscal Year 2021/2022 Budget. Hearing none, he entertained a motion to approve.

Motion by John Betros to approve the Fiscal Year 2021/2022 Budget. Second, by Jim Jaworski. The motion passed 9-0.

Fiscal Year 2021/2022 Marketing Plan Approval

Jim Berkley asked if the Board or the public had any comments or questions on the Fiscal Year 2021/2022 Marketing Plan. Hearing none, he entertained a motion to approve.

Motion by Josh Harris to approve the Fiscal Year 2021/2022 Marketing Plan. Second, by Samir Naran. The motion passed 9-0.

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Standing Committees

Advertising Committee

The Brandon Agency – Consumer Marketing & Campaign Recap

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

Additional Placements for September

Shelby Selner presented a plan to increase brand awareness in prime markets for September 2021. The Brandon Agency recommends spending an additional \$238,084 on Broadcast TV to supplement Cable TV and adding to the budget for Canada and the United Kingdom media plan.

Following the Board discussion, Berkley entertained a motion to approve the Additional Placement Spend for September 2021 of \$238,084.

Motion by Josh Harris to approve the Additional Placement Spend for September 2021 of \$238,084. Second, by Linda Bowers. The motion passed 10-0.

October – December Placements

Following the Board discussion, Berkley entertained a motion to approve the October through December 2021 Media spend for \$847,122.

Motion by Josh Harris to approve the October through December 2021 Media spend for \$847,122. Second, by Linda Bowers. The motion passed 10-0.

2021 Symetra Tour Championship

Kevin Bowler and Ryan Ronk came before the Board to request \$25,000 for the 2021 Symetra Tour Championship. The \$25,000 funding request will go towards digital and social media.

Following Board discussion, Berkley entertained a motion to approve the \$25,000 funding request for the 2021 Symetra Tour Championship.

Motion by John Betros to approve the \$25,000 funding request for the 2021 Symetra Tour Championship. Second, by John Phillips. The motion passed 10-0.

Biketoberfest® 2021

Kay Galloway updated the Board on Biketoberfest® 2021. This year's media plan spend is \$90,000. The Official Welcome Center will be located at ONE DAYTONA where posters, pins, and stickers will be distributed during the event. Galloway also updated the Board on the meeting that CVB staff had with the Biketoberfest® Advisory Committee and City of Daytona Beach Staff regarding the Master Plan Applications to be brought in front of the City Commission on July 21, 2021. DeAntonio reviewed the advertising theme and media plan.

Department Updates Communications/PR

Kate Holcomb reported on the Media Report for May and June 2021 and upcoming work with a social influencer. Holcomb also gave an update on Laurie Rowe Communications.

Marketing & Design

Galloway reported on the Weekday Beach day campaign, Coke Zero Sugar 400, Fall events, and Golf.

Group Sales

Linda McMahan reported on the Group Sales Department's sales initiatives, Virtual Tradeshow for the United Kingdom market, the bid to host Destinations Southeast, and the National Cheerleading Association (NCA) site visit. The Sales Team has recently attended eight shows and will be attending eight more shows through the end of September 2021.

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Reports of Officers

Finance & Human Resources

May 2021 Board Financial Packet

Chuck Grimes presented the May 2021 Financial Report.

New Business

Campbell Baker led the Board in discussion on an upcoming Strategic Planning session.

Adjourn

There being no further business or public participation, the meeting adjourned at 3:47 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager