

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

Wednesday, July 22, 2020 • 2:00 PM • Holiday Inn & Suites on the Ocean, Atlantic Ballroom  
930 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 2:00 p.m., July 22, 2020. Jennifer Sims took attendance, and the following Board members were present: Jim Berkley, Andreose Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnett, Libby Gallant, and Samir Naran. Josh Harris, Blaine Lansberry, and John Phillips attended via Zoom Video Conferencing Software.

**Guests:**

Jim Abbott, Adrienne Barker, Kevin Bowler, Matt Clark, Laura Coleman, Bob Davis, Susan Keaveney, Carol Kilian, Ryan Ronk, Brian Rothwell, and Liz Wittig. Scott Brandon, Tim Buckley, Christie DeAntonio, Andy Kovan, and Shelby Selner attended via Zoom Video Conferencing Software.

**Staff Present:**

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

**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.

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

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**Reports of Officers**

**Secretary/Treasurer – Steve Farley**

**Finance & Human Resources**

**May 2020 Board Financial Packet**

Chuck Grimes presented the May 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**

**Symetra Classic**

Kevin Bowler, Ryan Ronk, and Matt Clark came before the Board to request \$12,500 for the Symetra Classic. The \$12,500 funding request will go towards digital and social media.

Following Board discussion, Jim Berkley asked if the public had any comments or questions on approving the \$12,500 funding request for the Symetra Classic. Hearing none, he entertained a motion to approve.

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Steve Farley made a motion to approve the \$12,500 funding request for the Symetra Classic. Second, by John Betros. The motion passed 11-0.

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**The Brandon Agency – 2019-2020 Campaign Recap, 2020-2021 Consumer Marketing Plan, 2020-2021 Media Plan**

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the 2019-2020 Campaign Recap, 2020-2021 Consumer Marketing Plan, and the 2020-2021 Media Plan.

The Brandon Agency recommended that \$44,000 from the September 2020 media spend be shifted to the August 2020 media spend.

Following Board discussion, Jim Berkley asked if the public had any comments or questions on approving shifting \$44,000 from the September 2020 media spend to the August 2020 media spend. Hearing none, he entertained a motion to approve.

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Motion by Steve Farley to approve shifting \$44,000 from the September 2020 media spend to the August 2020 media spend. Second, by Linda Bowers. The motion passed 11-0.

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Following Board discussion, Jim Berkley asked if the public had any comments or questions on approving the 2020-2021 Media Strategy presented by The Brandon Agency. Hearing none, he entertained a motion to approve.

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Steve Farley made a motion to approve the 2020-2021 Media Strategy presented by The Brandon Agency. Second, by John Betros. The motion passed 11-0.

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**Fiscal Year 2020/2021 Budget Approval**

Lori Campbell-Baker presented the Fiscal Year 2020-2021 Budget for Board review, discussion, and approval.

Jim Berkley asked if the Board or the public had any comments or questions on the Fiscal Year 2020-2021 Budget. Hearing none, he entertained a motion to approve.

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John Betros made a motion to approve the Fiscal Year 2020-2021 Budget. Second, by Androse Bell. The motion passed 11-0.

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**Fiscal Year 2020/2021 Marketing Plan Approval**

Campbell-Baker presented the Fiscal Year 2020-2021 Marketing Plan for Board review, discussion, and approval.

Following Board discussion, Jim Berkley asked if the public had any comments or questions on the Fiscal Year 2020-2021 Marketing Plan. Hearing none, he entertained a motion to approve.

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Androse Bell made a motion to approve the Fiscal Year 2020-2021 Marketing Plan contingent that a plus (+) sign is added to the \$100,000 for the household income range in the Marketing Plan. Second, by Linda Bowers. The motion passed 11-0.

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**Department Updates  
Communications/PR**

Kate Holcomb reported to the Board on Travel, Health and Safety information on DaytonaBeach.com, the addition of safety amenities to tourism partner listings, and efforts to monitor and update the event calendar on DaytonaBeach.com as appropriate.

**Marketing & Design**

Kay Galloway reported to the Board on how the CVB is utilizing databases for eNewsletters, topics for eNewsletters and that the new Vacation Guide is now available for distribution.

**Group Sales**

Linda McMahon reported on the Group Sales weekly partner calls, database messaging, partner spotlights, virtual site visits, the upcoming Virtual FAM, and how the Group Sales Department is handling cancellations and rebookings.

**Unfinished Business**

None

**New Business**

Berkley recommends that all partners stay up-to-date on Bias Training.

**Public Participation**

Adrienne Barker, with SCORE Volusia/Flagler, has offered to send a link to an upcoming workshop – From Tolerance to Celebration; Diversity and Inclusion in 2020.

**Adjourn**

There being no further business or public participation, the meeting adjourned at 3:40 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager