

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

## REGULAR MEETING

Wednesday, September 15, 2021 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Grand Ballroom

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:04 pm, September 15, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Robert Burnett, Linda Bowers, Steve Farley, Josh Harris, Jim Jaworski, and John Phillips. John Betros, Blaine Lansberry, and Samir Naran attended via Zoom Video Conferencing Software. Androse Bell was absent.

### **Guests:**

Jim Abbott, Patrick Blankenship, Bill Christy, Lyndsey Gilreath, Suzanne Heddy, Andrea Kerr, Andy Kovan, Karen Kuhn, John Nicholson, Norm Pytel, Kate Sark, Shelby Selner, and Adam Shemas. Christie DeAntonio and Jennifer Labonte 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 John Betros, Blaine Lansberry, and Samir Naran were participating and voting virtually due to an extraordinary circumstance.

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Motion by Linda Bowers recognized that John Betros was participating and voting virtually due to an extraordinary circumstance. Second, by John Phillips. The motion passed 9-0.

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Motion by Linda Bowers recognized that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance. Second, by John Phillips. The motion passed 9-0.

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Motion by Linda Bowers recognized that Samir Naran was participating and voting virtually due to an extraordinary circumstance. Second, by John Phillips. The motion passed 9-0.

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### **Public Participation**

John Nicholson came before the Board to discuss development within Daytona Beach and how it impacts tourism.

### **Consent Agenda**

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

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

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### **Strategic Planning**

Lori Campbell Baker asked the Board for their thoughts on the companies who responded to the Request for Information.

Following the Board discussion, Berkley entertained a motion to approve moving forward with MMGY NextFactor on developing a Strategic Plan for the area.

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Motion by Robert Burnett to approve moving forward with MMGY NextFactor on developing a Strategic Plan for the area. Second, by Linda Bowers. The motion passed 10-0.

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### **Standing Committees**

#### **Advertising Committee**

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

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

### **Data Partner**

Selner presented the Data Partner comparison of See Source and Arrivalist.

Following Board discussion, Berkley entertained a motion to approve spending \$30,000 using Arrivalist for the Data Partner.

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Motion by Josh Harris to approve spending \$30,000 and using Arrivalist for the Data Partner. Second, by Steve Farley. The motion passed 10-0.

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### Additional Media Opportunities

Selner presented three upcoming opportunities for approval. The Brandon Agency recommends spending an additional \$80,184 on the VISIT FLORIDA 2022 Vacation Guide, Atlanta Journal-Constitution Great Escapes Package, and the Orlando Sentinel Explore Florida Digital Issue.

Following Board discussion, Berkley entertained a motion to approve the Additional Media Opportunities spend of \$80,184.

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Motion by Josh Harris to approve the Additional Media Opportunities spend of \$80,184. Second, by Linda Bowers. The motion passed 10-0.

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### Reports of Officers

#### Finance & Human Resources

##### July 2021 Board Financial Packet

Chuck Grimes presented the July 2021 Financial Report.

##### Insurance Renewal

Grimes presented the renewal of the property and liability insurance coverages. There was a 7% increase for a total cost of \$3,609.

Following Board discussion, Berkley entertained a motion to approve the renewal of the property and liability insurance coverages. There was a 7% increase for a total cost of \$3,609.

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Motion by Steve Farley to approve the renewal of the property and Liability insurance coverages. There was a 7% increase for a total cost of \$3,609. Second, by John Phillips. The motion passed 10-0.

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### Standing Committees

#### Meetings & Conventions Committee

Linda McMahon presented three agreements to the Board for approval; CVENT, HelmsBriscoe, and HAT Marketing.

Following Board discussion, Berkley entertained a motion to approve the three agreements; CVENT, HelmsBriscoe, and HAT Marketing.

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Motion by Linda Bowers to approve the CVENT Membership/Advertising Agreement. Second, by Steve Farley. The motion passed 10-0.

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Motion by Linda Bowers to approve the HelmsBriscoe Agreement. Second, by Steve Farley. The motion passed 10-0.

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Motion by Linda Bowers to approve the HAT Marketing Limited Agreement. Second, by Steve Farley. The motion passed 10-0.

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### Advertising Committee

#### Daytona Turkey Run

Jennifer Labonte reported on the 2020 Fall Daytona Turkey Run and the 2021 Spring Daytona Turkey Run. Kay Galloway advised the Committee that the funding for the Turkey Run will switch to \$20,000 for the Spring show and \$10,000 for the Fall show due to the Spring show's potential growth.

#### CLASH Daytona 2021

Bill Christy presented the \$25,000 tourism funding request for CLASH Daytona 2021. 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 CLASH Daytona 2021.

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Motion by Josh Harris on behalf of the Advertising Advisory Committee to approve the \$25,000 funding request for CLASH Daytona 2021. Second, by John Phillips. The motion passed 9-0. Josh Harris recused himself from the vote.

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### **CLASH Daytona 2021**

Bill Christy came before the Board with a media opportunity with CLASH Daytona 2021. This opportunity will reach domestic and international audiences through livestream, TV commercials, and significant on-course branding and exposure at the event; the media buy would be \$100,000.

Following Board discussion, Berkley entertained a motion to approve the \$100,000 media funding request for CLASH Daytona 2021.

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Motion by Josh Harris on behalf of the Advertising Advisory Committee to approve the \$100,000 media funding request for CLASH Daytona 2021. Second, by John Betros. The motion failed 0-8. Josh Harris recused himself from the vote.

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### **Executive Report**

Lori Campbell Baker presented the Executive Report. The report covered traveler sentiment, which is up and down due to the Delta Variant.

### **Department Updates**

#### **Communications/PR**

Kate Holcomb reported on the Media Report for July and August 2021, the updated Long-Term Planning Calendar, and that November will be a strong event timeframe.

### **Marketing & Design**

Galloway reported on Tourism Partner Day (to be held virtually on September 17 from 9 am to 10 am), the upcoming photo/video shoot with The Brandon Agency, 2021-2022 Co-Ops, Biketoberfest®, and the Tailgate Tour.

### **Group Sales**

Linda McMahon reported on the Group Sales Department's sales initiatives and meeting with new planners and sports rights holders.

### **New Business**

None

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 3:11 pm.

Submitted by Jennifer Sims, Marketing Systems Manager