

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

## REGULAR MEETING

Wednesday, September 16, 2020 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort, Grand Ballroom  
100 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 2:02 p.m., September 16, 2020. Jennifer Sims took attendance, and the following Board members were present: Jim Berkley, Steve Farley, John Betros, Linda Bowers, Robert Burnetti, Libby Gallant, Josh Harris, and Samir Naran. Androse Bell, Blaine Lansberry, and John Phillips attended via Zoom Video Conferencing Software.

### **Guests:**

Tim Buckley, Bob Davis, Katie Emerick, Andy Kovan, Stacey Manning, Clayton Park, Brian Rothwell, Shelby Selner, Jay Taylor, Jordan White, and Jillian Wilkins. Christie DeAntonio and Joanne Magley attended via Zoom Video Conferencing Software.

### **Staff Present:**

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

### **Consent Agenda**

Jim Berkley pulled items K and L from the Consent Agenda, Joanne Magley with Daytona Beach International Airport, and Tim Buckley from the Ocean Center presented their updates.

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

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

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### **Reports of Officers**

#### **Secretary/Treasurer – Steve Farley**

#### **Finance & Human Resources**

##### **July 2020 Board Financial Packet**

Chuck Grimes presented the July Financial Report. Berkley asked for any questions or comments, and hearing none, stated that the financial report would be filed for audit.

##### **Employee Health Insurance Renewal**

Chuck Grimes presented the Employee Health Insurance Rate Plans that were provided by AUE.

Jim Berkley asked if the Board had any comments or questions on the Employee Health Insurance Rate Plans as provided by AUE. Hearing none, he entertained a motion.

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John Betros made a motion to approve the Employee Health Insurance Rate Plan Renewals as provided by AUE. Second, by Steve Farley. The motion passed 11-0.

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### **Standing Committees**

#### **Advertising Committee**

##### **Challenge DAYTONA**

Jillian Wilkins came before the Board to request \$7,500 for Challenge DAYTONA. The \$7,500 funding request will go towards marketing the event.

Jim Berkley asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the \$7,500 funding request for Challenge DAYTONA.

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Steve Farley made a motion to approve the \$7,500 funding request for Challenge DAYTONA. Second, by Jim Berkley. The motion passed 10-0.

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### **Simpleview**

#### **2020-21 Pay Per Click (PPC) Agreement**

Kay Galloway reviewed the renewal of the PPC Agreement. Galloway reminded the Board that the current PPC campaign is paused and that the organic search numbers are still holding strong.

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Steve Farley made a motion to approve the 2020-21 Pay Per Click (PPC) Agreement. Second, by John Betros. The motion passed 10-0.

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### Consumer Advertising

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

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

The Consumer Marketing Plan, Campaign Recap, and the 2020-2021 Media Plan were discussed. After the Board discussion, Berkley asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the total cost of additional media spend through June 2021 for \$100,843, with \$58,780 of the total cost occurring in October through December 2020.

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Steve Farley made a motion to approve the total cost of additional media spend through June 2021 for \$100,843, with \$58,780 of the total cost occurring in October through December 2020. Second, by Jim Berkley. The motion passed 10-0.

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### Meetings & Conventions Committee

#### CVENT Membership/Advertising

Linda McMahon presented the CVENT Membership/Advertising contract to the Board for discussion.

Jim Berkley asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the CVENT Membership/Advertising contract for \$30,736.

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Linda Bowers made a motion to approve the CVENT Membership/Advertising contract for \$30,736. Second, by Steve Farley. The motion passed 10-0.

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#### HelmsBriscoe Agreement

McMahon presented the HelmsBriscoe Agreement to the Board for discussion.

Jim Berkley asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the HelmsBriscoe Agreement for \$20,000.

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Jim Berkley made a motion to approve the HelmsBriscoe Agreement for \$20,000. Second, by Josh Harris. The motion passed 10-0.

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### Department Updates

#### Communications/PR

Kate Holcomb reported to the Board on working with the Marketing Department on cohesive messaging efforts and the current Learn & Work from Anywhere Packages campaign.

#### Marketing & Design

Kay Galloway reported to the Board on the upcoming Tourism Partner Day (September 25, 2020) and forthcoming co-ops and radio promotions.

#### Group Sales

Linda McMahon reported on the Group Sales Virtual Fam (September 23, 2020) and the departure of Sales Manager, Lynn Miles, who will be moving on to the Ocean Center on October 5, 2020.

#### Unfinished Business

Stacey Manning with Volusia County Legal gave an update on the Convention Development Tax.

#### New Business

None

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**Public Participation**

None

**Adjourn**

There being no further business or public participation, the meeting adjourned at 3:37 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager