

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

Wednesday, September 20, 2023 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority meeting was called to order by Chair Androse Bell at 2:02 p.m., September 20, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, John Betros, Ken Bots, Jonny Magill, Samir Naran, Jim Jaworski, and John Phillips. Jim Berkley and Linda Bowers attended via Zoom Video Conferencing Software. Megan Butler and Blaine Lansberry were absent.

Guests:

Patrick Blankenship, Carl Brigandi, Erin Dinkel, Andy Jorishie, Joanne Magley, Norm Pytel, Matt Reinhart, James Richards, and Maureen Sikora. Spencer Gibboney, Drew Lewis, Amy Shackelford, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Chuck Grimes, Andrew Booth, Kay Galloway, Brian Bentley, Connor Rand, and Jennifer Sims. Tangela Boyd, Natasha Hardie, Sharon Harlow, and Brandon Little attended via Zoom Video Conferencing Software.

Board Member Participating and Voting Virtually

Androse Bell asked the Board for a motion to recognize that Jim Berkley was participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Jim Berkley would be participating and voting virtually due to an extraordinary circumstance. Second, by Jonny Magill. The motion passed 8-0.

Bell asked the Board for a motion to recognize that Megan Butler could participate and vote virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Megan Butler would be participating and voting virtually due to an extraordinary circumstance. Second, by Jonny Magill. The motion passed 8-0.

Bell asked the Board for a motion to recognize that Blaine Lansberry could participate and vote virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Blaine Lansberry would be participating and voting virtually due to an extraordinary circumstance. Second, by Jonny Magill. The motion passed 8-0.

Bell asked the Board for a motion to recognize that Linda Bowers was participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Linda Bowers would be participating and voting virtually due to an extraordinary circumstance. Second, by Jonny Magill. The motion passed 8-0.

Public Participation

None

Consent Agenda

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-p. Lori Campbell Baker pulled Consent Agenda items d and n for discussion.

Item 4.d. - 2024 Meeting & Workshop Dates

Campbell Baker noted that the June 19, 2024, budget workshop date fell on Juneteenth and asked the Board if the workshop could be moved to June 26, 2024. After Board discussion, Bell entertained a motion to approve.

Motion by Jonny Magill to approve moving the June 19, 2024, budget workshop to June 26, 2024. Second, by John Betros. The motion passed 9-0.

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Item 4.n. – Daytona Beach International Airport Update

Joanne Magley reported on the success of the Avelo Airlines flights to the airport. Due to this, Avelo will add a third flight per week during the holiday season and expand their booking windows to April 2024.

Remaining Consent Agenda Items

Bell asked if the Board had any comments or questions on the remaining Consent Agenda items. Hearing none, he entertained a motion to approve.

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

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered the approval of the 2023-24 budget by the County Council, a record-setting Coke Zero Sugar 400, the new COVID strain, and awards the CVB recently received: a Silver Flagler Award for the “Beach On” campaign and a Dot.com Platinum Award for the Paid Media/Online Advertising campaign. Also discussed was the recently sent-out RFP for Market Research.

Department Updates

Group Sales

Campbell Baker presented and discussed four agreements: Digital Edge, Cvent, HAT Marketing, and HelmsBriscoe.

Digital Edge

Bell asked if the Board had any comments or questions on the 2023-2024 Digital Edge Agreement (\$200,000.00). After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the 2023-24 Digital Edge Agreement for \$200,000.00. Second, by Jim Jaworski. The motion passed 9-0.

Cvent

Bell asked if the Board had any comments or questions on the 2023-2024 Cvent Agreement (\$43,571.00). After Board discussion, he entertained a motion to approve.

Motion Samir Naran to approve the 2023-24 Cvent Agreement for \$43,571.00. Second, by Jonny Magill. The motion passed 9-0.

HAT Marketing

Bell asked if the Board had any comments or questions on the quarterly (October-December 2023) HAT Marketing Agreement (\$17,500.00). After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the quarterly (October-December 2023) HAT Marketing Agreement for \$17,500.00. Second, by John Phillips. The motion passed 9-0.

HelmsBriscoe

Bell asked if the Board had any comments or questions on the 2023-24 HelmsBriscoe Agreement (\$36,750.00). After Board discussion, he entertained a motion to approve.

Motion by John Phillips to approve the 2023-24 HelmsBriscoe Agreement for \$36,750.00. Second, by Jim Jaworski. The motion passed 9-0.

Communications

Andrew Booth reported on Community Outreach, the Tourism Ambassador Program, Community Listening Sessions, Familiarization tours (FAMs), travel writer visits, and upcoming press releases (re: recent CVB awards, festivals, social media campaigns, Biketoberfest®).

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Marketing & Design

Kay Galloway reported on two social media campaigns (Destination Beachside and Florida Beach Staycation), the Atlanta Fall Break campaign, the new MotoPassport on the Biketoberfest® App, the new Welcome Tent location at the Speedway, event sponsors, and Tourism Partner Day (10/6).

Standing Committees

Sports Committee

Tourism Events

CLASH Daytona

Brandon Little presented the \$25,000 funding request for CLASH Daytona to be held at Daytona International Speedway and ONE DAYTONA December 1-3, 2023. The funding will be used for event marketing.

Bell asked if the Board had any comments or questions on the \$25,000 event funding request for CLASH Daytona. After Board discussion, he entertained a motion to approve.

Motion by the Sports Committee to approve the \$25,000 event funding request for CLASH Daytona. Second, by John Betros. The motion passed 9-0.

Advertising Committee

Tourism Events

Daytona Turkey Run

James Richards presented a recap of the 2023 spring event and the marketing plan for the fall event. (The \$10,000 for the fall event was previously approved by HAAA to be included in the annual budget.)

The Zimmerman Agency - 2022-2023 Consumer Marketing & Campaign Recap

Spencer Gibboney and Natalie Yablon presented the campaign recap, creative updates, and research.

Perception Study (2nd Wave)

Erin Dinkel with Downs & St. Germain Research presented the Daytona Beach Market Perception Study. Dinkel reviewed and answered questions on the key takeaways from the study.

Reports of Officers

Finance & Human Resources

July 2023 Board Financial Packet

Chuck Grimes presented the July 2023 Financial Report. Grimes also reported on the year-to-date revenue being down 4.8% from 2022, which is ahead of the 2021, 2020, and 2019 revenues. He also noted that it is insurance renewal time and that the rates have decreased.

Mid-Florida Marketing & Research

Evelyn Fine was unable to present the April through June Quarterly Visitor Profile. Campbell Baker informed the Board that the Visitor Profile Report was in their packets.

New Business

Campbell Baker informed the Board that Bob Davis will be part of the "Champions of Tourism" panel for Tourism Partner Day on October 6, 2023. Campbell Baker also told the Board how much we appreciate Davis' hard work.

Adjourn

Without further business or public participation, the meeting adjourned at 3:20 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager