

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

Wednesday, September 21, 2022 • 2:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

The Halifax Area Advertising Authority meeting was called to order by Vice-Chair Linda Bowers at 2:01 pm, September 21, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, John Betros, Linda Bowers, Jim Jaworski, Blaine Lansberry, Samir Naran, and John Phillips. Jim Berkley and Steve Farley were absent. Libby Gallant and Josh Harris attended via Zoom Video Conferencing Software.

Guests:

Jim Abbott, Patrick Blankenship, Bill Christy, Bob Davis, Spencer Gibboney, Andy Jorishie, Andrea Kerr, Doug O'Donnell, Liz Paradise, Norm Pytel, Kate Sark, Joseph St. Germain, Patrick Sullivan, and Mya Surrency. Christie DeAntonio, Evelyn Fine, Jay Gritton, Andre Lapar, Amy Shackelford, and Shelby Selner attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Linda McMahon, Jennifer Sims, and Connor Rand. Tangela Boyd, Sharon Harlow, and Sam Pollack attended via Zoom Video Conferencing Software.

Board Member Participating and Voting Virtually

Linda Bowers asked the Board for a motion to recognize that Josh Harris was participating and voting virtually.

Motion by John Phillips recognized that Josh Harris would be participating and voting virtually. Second, by John Betros. The motion passed 6-0.

Public Participation

None

Consent Agenda

Bowers asked if the Board had any comments or questions on the Consent Agenda, items a-l. After Board discussion, she entertained a motion to approve.

Motion by Blaine Lansberry to approve the Consent Agenda, items a-l. Second, by John Betros. The motion passed 7-0.

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered revenues for August 2022, which exceeded previous numbers.

Department Update

Group Sales

Linda McMahon and Mya Surrency from Digital Edge updated the Board on the March through September campaign performance.

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

Digital Edge

Androse Bell asked if the Board had any comments or questions on the thirty-six-month Digital Edge Agreement (minimum \$150,000.00 annually). After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the thirty-six-month Digital Edge Agreement for a minimum of \$150,000.00 annually. Second, by Linda Bowers. The motion passed 8-0.

Cvent

Bell asked if the Board had any comments or questions on the annual Cvent Agreement (\$33,603.00). After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the annual Cvent Agreement for \$33,603.00. Second, by Jim Jaworski. The motion passed 8-0.

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HAT Marketing

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

Motion by John Phillips to approve the quarterly HAT Marketing Agreement for \$17,500.00. Second, by John Betros. The motion passed 8-0.

HelmsBriscoe

Bell asked if the Board had any comments or questions on the annual HelmsBriscoe Agreement (\$20,000.00). After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the annual HelmsBriscoe Agreement for \$20,000.00. Second, by Linda Bowers. The motion passed 8-0.

Standing Committees

Advertising Committee

Tourism Event Funding

CLASH Endurance Daytona 2022

Bill Christy, Doug O'Donnell, and Andre Lapar presented the \$25,000 tourism event funding request for CLASH Endurance Daytona 2022. The \$25,000 funding request will go towards event marketing, social media, TV advertising, and tune-in promos.

Bell asked if the Board had any comments or questions on the \$25,000 tourism event funding request for CLASH Endurance Daytona 2022. After Board discussion, he entertained a motion to approve.

Motion by Josh Harris to approve the \$25,000 funding request for CLASH Endurance Daytona 2022. Second, by Linda Bowers. The motion passed 8-0.

The Zimmerman Agency

Updates

Spencer Gibboney, Andy Jorishie, and Amy Shackelford reviewed the "Beach On" campaign photo shoot highlights.

Quarter Two Media Placements

Gibboney then presented the 2022 – 2023 Media Strategy and second quarter (January – March 2023) media placements.

Bell asked if the Board had any comments or questions on media placements for the second quarter (January – March 2023). After Board discussion, he entertained a motion to approve.

Motion by Josh Harris to approve the second quarter media spend for \$2,776,056.50. Second, by Blaine Lansberry. The motion passed 8-0.

2022/23 Research

Kay Galloway reviewed current research tools and two new tools to aid in researching who comes to the area and what they do while they are here. The new research tools are AirDNA (\$10,800) and Zartico (\$55,000).

Bell asked if the Board had any comments or questions on using AirDNA and Zartico for \$65,800. After Board discussion, he entertained a motion to approve.

Motion by Josh Harris to approve using AirDNA and Zartico for \$65,800. Second, by John Phillips. The motion passed 8-0.

Reports of Officers

Finance & Human Resources

July 2022 Board Financial Packet

Chuck Grimes presented the July 2022 Financial Report.

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Insurance Renewal

Grimes presented the renewal of the property and liability insurance coverages for a total cost of \$4,124.00.

Bell asked if the Board had any comments or questions on the renewal of the property and liability insurance coverages for a total cost of \$4,124.00. After Board discussion, he entertained a motion to approve.

Motion by John Phillips to approve the renewal of the property and liability insurance coverages for a total cost of \$4,124.00. Second, by John Betros. The motion passed 8-0.

Standing Committees – Part Two

HR Committee

Health Insurance Rates

Samir Naran reported on the 2022-2023 employee health insurance plans; the cost has increased by 5%.

Bell asked if the Board had any comments or questions on the 2022-2023 employee health insurance plans, which have increased by 5%. After Board discussion, he entertained a motion to approve.

Motion by Samir Naran to approve the 2022-2023 employee health insurance plans, which have increased by 5%. Second, by Linda Bowers. The motion passed 8-0.

Change in Employee Compensation

Naran reported that the HR Committee would like to increase the compensation employees can receive at their annual review. He also reviewed the results of the Employee Feedback Survey.

Bell asked if the Board had any comments or questions on increasing the compensation employees can receive at their annual review, which can be as high as 7%. After Board discussion, he entertained a motion to approve.

Motion by Samir Naran to approve increasing the compensation employees can receive at their annual review, which can be as high as 7%. Second, by John Betros. The motion passed 8-0.

Office Space Discussion

Naran reviewed the plan to move offices due to building renovations. The Board would like CVB staff to look for space in a safe area with a boardroom and ample parking. The location does not need to contain a visitors center, and it does not need to be located within the City of Daytona Beach.

Advertising Committee

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio and Shelby Selner presented the campaign recap, creative updates, and research.

Perception Study Results

Joseph St. Germain with Downs & St. Germain Research presented wave one results from the Market Perception Study conducted online from August 3-13, 2022, to 525 potential Daytona Beach visitors.

Tourism Events

Daytona Turkey Run

Kay Galloway and Jay Gritton (Zoom) reported on the 2021 Fall Daytona Turkey Run and the 2022 Spring Daytona Turkey Run. Gritton noted that spectator growth is at its highest level.

Department Updates

Communications

Andrew Booth reported on visiting travel writers, the UK/Ireland FAM, Community Listening Sessions, upcoming speaking engagements, and press releases.

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Marketing

Kay Galloway reported on August's website traffic, partner referrals, Biketoberfest®, the Official Biketoberfest® Welcome Tent sponsored by GEICO at ONE DAYTONA, and Tourism Partner Day.

Mid-Florida Marketing & Research

Evelyn Fine presented the April through June 2022 Quarterly Visitor Profile.

New Business

Campbell Baker noted the return of the seasonal non-stop flights via American Airlines from Dallas and Philadelphia.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:18 pm.

Submitted by Jennifer Sims, Marketing Systems Manager