

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

Wednesday, November 15, 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 2:00 p.m., November 15, 2023. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Ken Bots, Linda Bowers, Megan Butler, Jonny Magill, Samir Naran, Jim Jaworski, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software.

Guests:

Jeff Brown, Lynn Flanders, Spencer Gibboney, Suzanne Heddy, Andre Lapar, Cassie Miller, Jason Piroth, Kate Sark, Amy Shackelford, and Maureen Sikora. Hannah Brockman, Erin Dinkel, Shannon Gray, Michelle Petro, David Reichbach, Joseph St. Germain, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

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

Board Member Participating and Voting Virtually

Androse 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 9-0.

Public Participation

Suzanne Heddy reminded the Board, audience members, and CVB staff that the Birthplace of Speed Antique Gaslight Car Parade will be held over Thanksgiving weekend in Ormond Beach.

Consent Agenda

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-k.

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

Motion by John Phillips to approve the Consent Agenda, item a-k. Second, by Linda Bowers. The motion passed 10-0.

Executive Update

Lori Campbell Baker introduced the new Ocean Center Director, Lynn Flanders.

Department Updates

Group Sales

Linda McMahon presented and discussed the Knowland agreement; the service runs from January to December 2024 and is \$1,500 monthly. McMahon also reminded the Board that all Group Sales information can be found in the monthly Group Sales Activity Report.

Bell asked if the Board had any comments or questions on the Knowland agreement. After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the Knowland agreement. Second, by Jonny Magill. The motion passed 10-0.

Communications

Andrew Booth reported on Community Outreach, the Speakers Bureau, Familiarization tours (FAMs), travel writer visits, and press releases.

Marketing & Design

Kay Galloway reported on Biketoberfest®, the Biketoberfest® Visitor Profile Study being conducted by Gray Research, the need for available Holiday Dining (Thanksgiving, Christmas, and New Year's Eve), holiday videos, and the opening of the new dog-friendly beach.

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Standing Committees

Sports Committee

Event Funding Requests

Daytona Beach ½ Marathon & 5k Powered by CLASH Endurance

Brandon Little, Andre Lapar, and Cassie Miller presented the \$20,000 funding request for the Daytona Beach ½ Marathon & 5k Powered by CLASH Endurance to be held at Daytona International Speedway, ONE DAYTONA, and around the City of Daytona Beach, February 11, 2024. The funding will be used for event marketing.

Bell asked if the Board had any comments or questions on the \$20,000 funding request for the Daytona Beach ½ Marathon & 5k Powered by CLASH Endurance. After Board discussion, he entertained a motion to approve.

Motion by the Sports Committee to approve the \$20,000 event funding request for the Daytona Beach ½ Marathon & 5k Powered by CLASH Endurance. Second, by Linda Bowers. The motion passed 11-0.

Daytona P1 AquaX Grand Prix

Brandon Little and Michelle Petro presented the \$20,000 funding request for the 10th Annual Daytona P1 AquaX Grand Prix, April 19-21, 2024. The funding will be used for event marketing.

Bell asked if the Board had any comments or questions on the \$20,000 funding request for the Daytona P1 AquaX Grand Prix. After Board discussion, he entertained a motion to approve.

Motion by the Sports Committee to approve the \$20,000 event funding request for the Daytona P1 AquaX Grand Prix. Second, by Jim Berkley. The motion passed 10-1, John Betros opposed.

Human Resources Committee

Executive Director Review

Samir Naran presented the findings from the performance review of Lori Campbell Baker, Executive Director.

Bell asked if the Board had any comments or questions on approving Lori Campbell Baker's review and five percent salary increase. Hearing none, he entertained a motion to approve.

Motion by the Human Resources Committee to approve the review and five percent salary increase of Executive Director Lori Campbell Baker. Second, by Linda Bowers. The motion passed 11-0.

Advertising Committee

Market Research RFP

Campbell Baker reviewed the three Market Research RFPs received: Downs & St. Germain Research, Destination Analysts (dba Future Partners), and Gray Research Solutions.

Bell asked if the Board had any comments or questions on the Market Research RFPs. After discussion, he entertained a motion to approve deferring voting until the January 17, 2024, meeting so the firms could come back and present detailed formal presentations.

Motion by Jim Berkley to approve deferring voting until the January 17, 2024, meeting so the firms could come back and present detailed formal presentations. Second, by John Betros. After discussion, Jim Berkley withdrew his motion.

After more discussion, Bell entertained a motion to move forward with Downs & St. Germain Research.

Motion by John Betros to move forward with Downs & St. Germain Research. Second, by Jim Berkley. The motion passed 11-0.

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The Zimmerman Agency

Experiential Marketing

Jason Piroth, Spencer Gibboney, and Amy Shackelford presented the Daytona Beach activation Q'Art Code. The activation will be held in the Atlanta area in early 2024.

Bell asked if the Board had any comments or questions on the Daytona Beach activation Q'Art Code. After discussion, he entertained a motion to approve moving forward with the Q'Art Code.

Motion by the Advertising Committee to approve moving forward with the Q'Art Code. Second, by Jonny Magill. The motion passed 11-0.

Consumer Marketing & Campaign Recap

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

Consumer Marketing & Campaign Recap

Spencer Gibboney presented the media placements and updates for Bike Week 2024.

Reports of Officers

Finance & Human Resources

September 2023 Board Financial Packet

Chuck Grimes presented the September 2023 Financial Report. Grimes also reported that September's numbers are better than expected, the CVB will be getting \$32,000 back from the investments made by Volusia County on the Bed Tax earnings, and he gave an update on the audit being performed by James Moore & Company.

New Business

Campbell Baker reviewed her goals for 2023 and discussed 2024 goals with the Board. The Board discussed tightening how events are qualified for funding.

Adjourn

Without further business or public participation, the meeting adjourned at 5:02 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager