

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, November 17, 2021 • 2:00 PM • The Plaza Resort & Spa
600 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Vista Del Mar

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:00 pm, November 17, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, John Betros, Linda Bowers, Robert Burnetti, Steve Farley, Josh Harris, Jim Jaworski, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software. Samir Naran was absent.

Guests:

Patrick Blankenship, Laura Coleman, Rachel Court, Christie DeAntonio, Joanne Magley, Karen Kuhn, Norm Pytel, Kate Sark, Shelby Selner, and Jeff Vandiver. Patrick Briody, Jesse Cole, Andy Kovan 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 Samir Naran and Blaine Lansberry were participating and voting virtually due to an extraordinary circumstance.

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

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

Public Participation

None

Consent Agenda

Berkley asked if the Board had any comments or questions on the Consent Agenda, items a-l. Linda Bowers requested that item "l," the Ocean Center update, be pulled for discussion. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve the Consent Agenda, items a-l. Second, by Steve Farley. The motion passed 10-0.

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered visitation trends, the City of Daytona Beach Walking Tours, and the presentation at Daytona State College with Bob Davis and Harris Rosen.

Department Updates

Communications/PR

Kate Holcomb reported on the Media Report for September and October 2021, the VISIT FLORIDA Adventure FAM (participants from Mexico), the Mural Trail, blogs, news releases, articles on Daytona Beach in Southern Living, and the Holiday Round-Up with the Pioneer Women.

Marketing & Design

Kay Galloway reported on the upcoming Holiday emails covering deals and events, GEICO sponsorship for Biketoberfest®, and the forthcoming workshop in December that will include discussions on the Agency Request for Qualifications (RSQ).

Group Sales

Linda McMahon reported on the January – March 2022 HAT Marketing Agreement for \$16,500.

Berkley asked if the Board had any comments or questions on the January – March 2022 HAT Marketing Agreement for \$16,500. After Board discussion, he entertained a motion to approve.

Motion by Steve Farley to approve the January – March 2022 HAT Marketing Agreement for \$16,500. Second, by John Betros. The motion passed 10-0.

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, November 17, 2021 • 2:00 PM • The Plaza Resort & Spa
600 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Vista Del Mar

McMahon also reported that the Group Sales department had received 37 qualified leads for the Fiscal Year 2021-2022 so far, the website audit for the Group Sales landing pages, meeting with Bill Boggs, and the RFI for a Meetings & Sports Marketing Agency.

Reports of Officers

Finance & Human Resources

September 2021 Board Financial Packet

Chuck Grimes presented the September 2021 Financial Report.

Standing Committees

Advertising Committee

Savannah Bananas World Tour

Jesse Cole presented the \$15,000 tourism funding request for the Savannah Bananas World Tour. The funding request will include pre-event video production, mass-media advertising, social media, and direct leads advertising.

Josh Harris, Chair of the Advertising Committee, reported that the Advertising Committee recommended \$7,500 for the Savannah Bananas World Tour.

Following Board discussion, Berkley entertained a motion to approve the \$15,000 funding request for Savannah Bananas World Tour.

Motion by Linda Bowers to approve the \$15,000 funding request for the Savannah Bananas World Tour. Second, by John Betros. The motion passed 8-1. Jim Jaworski recused himself from the vote, and Androse Bell opposed.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the January through March 2022 Media Plan.

Following Board discussion, Berkley entertained a motion to approve the January through March 2022 media spend for \$957,270.

Motion by Josh Harris to approve the January through March 2022 media spend for \$957,270. Second, by Linda Bowers. The motion passed 10-0.

Sunshine Law Presentation

Laura Coleman presented and answered questions regarding the 2021 Florida's Government in the Sunshine and Public Records Law presentation.

Unfinished Business

Campbell Baker reported on the Strategic Planning timeline with MMGY, the change in time for the December 15, 2021 workshop (now at 1:00 pm), and the date change for the February 2022 workshop (now the 9th).

Adjourn

There being no further business or public participation, the meeting adjourned at 4:49 pm.

Submitted by Jennifer Sims, Marketing Systems Manager