

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

Wednesday, November 18, 2020 • 2:00 PM • Daytona International Speedway, Midway Suites 255-256
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

This meeting of the Halifax Area Advertising Authority was called to order by Vice-Chair Androse Bell at 2:07 p.m., November 18, 2020. Jennifer Sims took attendance, and the following Board members were present: Androse Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnetti, Libby Gallant, Josh Harris, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software. Jim Berkley and Samir Naran were absent.

Guests:

Jim Abbott, Patrick Blankenship, Laura Coleman, Kevin Captain, Bob Davis, Andy Kovan, Karen Kuhn, Joanne Magley, Shelby Selner, Greg Sullivan, and Efrain Vargas. Christie DeAntonio and Evelyn Fine attended via Zoom Video Conferencing Software.

Staff Present:

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

Consent Agenda

Item g was pulled from the Consent Agenda. Joanne Magley, with Daytona Beach International Airport, presented her update.

After hearing the update, Androse Bell asked if the Board or the public had any comments or questions on Consent Agenda, items a-h. Hearing none, he entertained a motion to approve.

Motion by Steve Farley to approve the Consent Agenda, items a-h. Second, by John Betros. The motion passed 9-0.

Reports of Officers

Secretary/Treasurer – Steve Farley

Finance & Human Resources

September 2020 Board Financial Packet

Chuck Grimes presented the September Financial Report. Bell asked for any questions or comments, and hearing none, he stated that the financial report would be filed for audit. Steve Farley requested a motion be made to approve the September 2020 Board Financial Packet.

Motion by Libby Gallant to approve the September 2020 Board Financial Packet. Second, by John Betros. The motion passed 9-0.

Standing Committees

Advertising Committee

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, Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve an additional \$200,000 for media spend to be used December 2020 through February 2021.

Robert Burnetti made a motion to approve an additional \$200,000 for media spend to be used December 2020 through February 2021. Second, by John Betros. The motion failed 4-5 with Androse Bell, Steve Farley, Josh Harris, Blaine Lansberry, and John Phillips opposing.

With a failed motion on the table, Josh Harris stated a new motion that included additional parameters. The additional media spend would be up to \$200,000, with \$30,000 to be spent in December 2020, \$70,000 to be spent in January 2021, and \$100,000 be spent in February 2021 - with a leeway of 10% variance each month.

Josh Harris made a motion to approve the additional media spend up to \$200,000 with \$30,000 to be spent in December 2020, \$70,000 to be spent in January 2021, and \$100,000 to be spent in February 2021 with a leeway of 10% variance each month. Second, by John Betros. The motion passed 9-0.

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Sunshine Law Presentation

Laura Coleman presented and answered questions regarding the 2020 Florida's Government in the Sunshine and Public Records Law presentation.

Department Updates Communications/PR

Kate Holcomb reported to the Board on the short-term, middle, and long-term view of messaging in light of the pandemic, the importance of partners filling out the health & safety form provided by the CVB, press releases, and blogs.

Marketing & Design

Kay Galloway reported to the Board on current and upcoming email marketing campaigns, co-ops, the importance of adding deals to DaytonaBeach.com, and staycations.

Group Sales

Linda McMahon reported to the Board on the Florida Society of Association Executives (FSAE) Women's Summit, Connect Marketplace, partner spotlights, weekly messaging, prospecting, and the AAA call with partners. She reminded the Board of the December 3, 2020 sales committee meetings.

Unfinished Business

None

New Business

None

Public Participation

Bob Davis asked that the Board send a letter to the Volusia County Council members to share the \$30 million federal Cares Act funds with struggling businesses. He also requested that the Board create new events.

Adjourn

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

Submitted by Jennifer Sims, Marketing Systems Manager