

# **HALIFAX AREA ADVERTISING AUTHORITY**

**Regular Meeting  
ISC Building, Daytona One  
November 14, 2017**

## **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Present:**

Libby Gallant, Rich Byrd, Steve Farley, Kevin Hines, Blaine Lansberry, Samir Naran, Kelly Dispennette and Linda Bowers

### **Board On Phone:**

John Phillips

### **Board Absent:**

Jim Berkley, John Betros

### **Guests:**

Bob Davis, Charles Hargrove, Shelby Greene, Christie DeAntonio, Andy Kovan, Joanne Magley, Kate Sark, Pat Patterson and Carol Bradford.

### **Staff Present:**

Lori Campbell Baker, Trish Ruffino, Christy Zimmerman, Kay Galloway, Kate Holcomb, Linda McMahon and Jennifer Sims.

## **CALL TO ORDER**

Chair Libby Gallant called to order at 2:00 p.m. and welcomed Pat Patterson, District 1 Representative of the Volusia County Council and Bob Davis, President/CEO of the Lodging & Hospitality Association.

### **1. Consent Agenda**

All items on the Consent Agenda were sent to the Board ahead of time and no items were pulled.

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STEVE FARLEY MADE A MOTION TO APPROVE CONSENT AGENDA. KEVIN HINES SECONDED THE MOTION. MOTION PASSED 9 -0.

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### **2. Financials**

Trish Ruffino reported that finances are on track with budget

Ruffino gave an overview of the financials and reported that we ended up just slightly over the revised bed tax amount that the County estimated back in the summer.

Lori Campbell Baker added that it was a record year for Bed Tax and that the County adjustment was a good one because it brought us right in were we ended up.

Blaine Lansberry asked if, when we get the rest of the September statements in, we are expecting to be right were we budgeted to be. Ruffino replied in the affirmative and that, with some variances, we will have the final year end 2016-2017 financials at the January HAAA meeting.

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LANSBERRY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

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## **a) Ratification of AUE Agreement**

Campbell Baker reported that, per the new employee benefits and payroll system voted in by HAAA in its September meeting, staff has been working with the County and AUE to get an amendment to the County's AUE contract that puts HAAA Chair Libby Gallant in direct contact with our employees under AUE. The signed amendment is in the packet. The Board is being asked to ratify the amendment today.

As of November 1, 2017 we are with AUE for timekeeping, benefits and payroll and so far it has been a smooth transition.

Samir Naran asked do we still have the authority to hire/fire of staff. Campbell Baker replied yes, the HAAA board has the authority to hire/fire its executive director, which we made very clear we had to have and that is why it is in writing. And the Executive Director has the authority to hire/fire staff.

Naran also asked do we have the authority to add/delete positions. Campbell Baker replied that yes, we are in the process of that now as we have an open position with Jennifer Kaniaris not returning from maternity leave. We had a conversation today with AUE today about replacing that position and if we were going to add any positions in the future they said to carry on as we had under TriNet. And if we were going to add a position that it is budgeted for, and the CVB staff does that and then AUE will on-board them with whatever job description and salary rate given by the CVB.

Campbell Baker added that this process should be seamless as the TriNet agreement was very similar.

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FARLEY MADE A MOTION TO APPROVE THE AUE AGREEMENT AS PRESENTED. KELLY DISPENNETTE SECONDED THE MOTION. MOTION PASSED 9 -0.

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## **b) James Moore Audit Letter & Upcoming Audit**

Ruffino referenced the James Moore letter that is in the binders and in DropBox. This is a standard letter that is signed every year that is required to be given to the Board.

Campbell Baker informed the Board that the audit began today November 14 and the CVB is prepared and looking for a clean audit.

Ruffino added that she has the original documents that need to be signed the Bank Signature Cards that were in the Consent Agenda. She requested that signers see her after the meeting.

## **3. Tourism Event Funding Request**

### **a) Daytona Beach Half-Marathon**

Kay Galloway introduced Joanne Magley from the County for a recap of last year's Half-Marathon and plans for the 2018 event. The Half-Marathon funding has already been budgeted at \$25,000. The Advertising Committee reviewed it last week.

Magley, Community Information Director Volusia County Government and Kate Stark, Marketing Specialist Volusia County Government presented updates, including statistics.

The 2016 race had 2,748 participants and in 2017 had 2,984. A full 51% of runners were from outside Volusia County, 17% were from outside Florida and 2% (72 people) were from out of the country.

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Sark reported that all funds received from HAAA pay for marketing outside of the county. They focus on the southeast and Charlotte, New York and Atlanta because there are direct flights into Daytona Beach International Airport. Social media campaigns may target the whole country depending on interests. They also run ads in some national publications such as Runners World, which are geared specifically toward runners. The 2018 race date is Feb. 4.

Kevin Hines asked what the entry fees are. Sark replied currently the Half-Marathon is \$85, the 5K is \$35 and the Challenge is \$135 and at the end of January the price will go up \$5. The Challenge is both the Half-Marathon and the 5K. And all races will be getting some nice swag and medals.

Naran shared an article he read in the New York Times about marathons and races. It said that race numbers have dropped by 3%. Joanne Magley said she also saw that article and added that Full Marathons are not as popular and that the Half-Marathons are growing along with the trending races like Mud Runs. She said the County is excited that the event's numbers have increased each year and that the Speedway can handle any size crowds.

Farley asked if the County has statics on the number of rooms being booked from the event. Magley replied that there is a booking engine link on the race website which links directly to the CVB booking engine and that the number of out of state people who attend show that people are coming here as a destination race.

Jay Cassens from Daytona Beach International Airport reported that June traffic was up 8%, July was up 7%, and August was up 11% - a great trend considering that no capacity increases have been seen by Delta and American over the last year. September numbers were down 12% due to the hurricane. Jay added that, while that seems like a lot, they lost 4 days of operation and had 67 flight cancelations – and still came in just below the state average.

Delta Airlines will be adding additional flights starting in March. Normally they have 5 daily arrival and departure flights during peak season in March and April. They will raise that to 6 daily arrival and departure flights, and depending on how that goes may extend even longer.

#### **4. The Brandon Agency**

##### **a. Media Plan**

The Brandon Agency's Shelby Greene presented a slide deck that had been uploaded into DropBox for HAAA's review.

Greene reviewed what was presented at the last meeting re: media strategy and targets. The overall target is Women 25-54 years old with children and a household income of \$40-\$90K. Secondary markets include Seniors and Boomers. The advertising budget will be \$3.07 million, with flight dates of October 1, 2017 through September 30, 2018.

The full Media Plan was provided and Greene noted that this is a fluid document.

Greene mentioned that they are so far unsuccessful in getting TripAdvisor to rejoin all the Daytona Beach area pages under one section. While Brandon is still working on this, they were able to negotiate is a Geo-Page for the area as a "owning" the pages for Ponce inlet, Daytona Beach, Daytona Beach Shores, and Ormond Beach. We will actually have five pages that we can control the content on, post events, pictures, and video. In addition, we can ensure that no one is advertising on our pages.

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Naran asked what is a GEO page on Trip Advisor and how would it be accessed. Greene said that if someone searches for Daytona Beach on Trip Advisor were going to go out for the next 45 days and find them on other travel sites to be able to continue to serve them. She showed an example of Geo-Page. It looks just like a Destination Page, so when someone searches Daytona Beach we will show up in the top list of destinations. Lansberry asked if the destinations will be linked in any way in Trip Advisor. Galloway answered that yes, we looked and right now there is a drop-down box to select one of the other locations. Greene added that Lansberry had shared an automated Trip Advisor e-mail she received in which contents for attractions were not very appealing due to it being pulled via user-generated content. While we are fulfilling the content, we will control the images. There will still be some user-generated content but ours will be so much stronger and more appealing to those visiting the site.

Greene reviewed new campaign tactics including paid social, satellite radio, broadcast radio, 15 two-minute videos with WFTV.com, Data-Cloud, AARP Texas.

Galloway said that from the Advertising Committee meeting, they had some recommendation and the Media Plan document you have today has included those updates.

Greene presented a new radio promotion with West Wood One. The opportunity is with the family-friendly Kidd Kraddick Show based out of Dallas and the Burke Show out of Atlanta. They host two morning shows in which we will be running a contest promoting Daytona Beach in the markets of Dallas, Atlanta, St. Louis, Nashville, San Antonio, Birmingham, Jacksonville, New Orleans, Buffalo, Chattanooga, Savannah, Charleston, Myrtle beach, Tallahassee, Augusta, Lansing, Traverse City, Odesa and then online everywhere. In addition, the DJs that will come to Daytona Beach and do an immersion tour and then broadcasting live the next day.

Gallant said they are looking for an approval to move forward with this plan.

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NARAN MADE A MOTION TO APPROVE THE MEDIA PLAN AS PRESENTED. LINDA BOWERS SECONDED THE MOTION. MOTION PASSED 9-0.

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### **b. Focus Groups & Creative Update**

The Brandon Agency's Andy Kovan reported on the Miami, Atlanta and Orlando focus groups and discussed the basic methodology.

Mid-Florida Marketing & Research tested three potential campaigns in various ways. We got some information that "Dare to Daytona" was not positively received and it seemed like we were challenging them to a risky vacation. "Vacation Outside the Lines" was well received, however when we showed imagines associated with it, there was a bit of a disconnect. "Wide Open Fun" it was very positively received. It suggested great big vacations and it was very believable. A majority of the groups felt it was a direct connect to Daytona Beach and therefore is was a great opportunity.

Some of the comments we received for "Wide Open Fun" included making sure the images spoke to the theme. We also learned that we should talk to in-state audiences differently than out-of-state ones. For people that have more familiarity with this destination, we need to tell them things they don't know about the destination, including the current revival and redevelopment. "Wide Open Fun" also reinforced the expansive 23 miles of shoreline. Therefore, Kovan reported that it affirmed the idea of the iconic beach and endless adventures. Producing the campaign will begin in early December to fulfill various media outlets.

Galloway said that they would need a motion to approve the "Wide Open Fun" campaign. She noted that the expense to produce it was already budgeted and that the Advertising Committee has reviewed and recommended approval.

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Gallant asked for a motion.

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DISPENNETTE MADE A MOTION TO APPROVE THE "WIDE OPEN FUN" CAMPAIGN AS PRESENTED. LANSBERRY SECONDED THE MOTION. MOTION PASSED 9-0.

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Naran added that it may be a good idea to add photos of the variety of food, drink and shopping that we have here in Daytona Beach and that it would be received well. Kovan added that also came up in the focus groups and they mentioned that they'd like to see that added. He said that Brandon will be sure that it's shown.

**5. Old Business**

None

**6. New Business**

**a. Adjustments to meeting schedule**

Campbell Baker went over the adjustments to the meeting schedule to avoid the holidays. We will send out an updated meeting schedule to reflect the updates.

**b. Sunshine Law reminder**

Campbell Baker reminded the Board to review and follow the Sunshine Law guidelines. Staff is working with Charles Hargrove to identify some dates for additional training.

**c. Finance committee**

Campbell Baker and CVB Directors have talked about creating a formal or informal finance committee so that all the finances will be looked at by many brains before being brought to the Board for approval. Conversations are ongoing, and we'll have an update on that concept at the January Board meeting.

We also just received the Visitor Profiles from Mid-Florida Marketing & Research, and will distribute them this afternoon.

**7. Public Participation**

None.

**THE MEETING WAS ADJOURNED AT 2:54 pm.**

**Respectfully submitted,  
Christy Zimmerman  
Executive Assistant**