

# **HALIFAX AREA ADVERTISING AUTHORITY**

## **Regular Meeting**

**Residence Inn by Marriott, 3209 S. Atlantic Ave., Daytona Beach Shores**

**January 16, 2018**

### **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Members Present:**

Libby Gallant, Jim Berkley, John Betros, Rich Byrd, Kelly Dispennette, Steve Farley, Samir Naran, John Phillips, Kevin Hines and Linda Bowers

### **Board Members Absent:**

Blaine Lansberry

### **Guests:**

Bob Davis, Elizabeth Murphy, Shelby Greene, Christie DeAntonio, Andy Kovan, Missy Thompson, Zach Chalifour, Linda Smiley, Karen Detweiler, Anthony Mazzullo, Mark Andrews, Amy Pyle, Jim Abbott, Georgia Turner, Rene Bell Adams, Wayne Grant, Bud Hanson, Buddy Jowers, Tim Riddle, Kevin Hayworth, Mark Andrews, Vern Weatherhal, Kate Muddock, Carl Bryandle, Eliz Murphy, Gary Otterbach, Dan Ryan, Lola Gomez and Vicki Foley

### **Staff Present:**

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

### **CALL TO ORDER**

Chair Libby Gallant called the meeting to order at 2:00 p.m. Lori Campbell Baker welcomed and thanked the public for coming and mentioned that if they would like to speak on any item on the agenda to please fill out a Public Speaking Form.

#### **1. Consent Agenda**

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

Libby Gallant asked if the Board or the public had any comments or questions. Hearing none, she would entertain a motion to approve the Consent Agenda.

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**JOHN BETROS MADE A MOTION TO APPROVE CONSENT AGENDA. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.**

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#### **2. Financials & Human Resources**

##### **a) December 2017 Board Financial Packet**

Trish Ruffino reported that the December financial packet is the binders for review.

##### **b) FY 2016-17 Audit Report**

Ruffino introduced Zach Chalifour, a partner with James Moore & Company, to present the 2016-2017 Audit Financial Report.

Chalifour thanked the Board for inviting him and mentioned that he had distributed a set of financial statements from the audit. He reviewed the highlights of the report.

Chalifour thanked Ruffino, Lori Campbell Baker and their team for a very smooth process working through the audit with no issues, no adjustments and no informalities. This is the third year with James Moore performing the audit with Ruffino. Chalifour reviewed the audit details, which are now on file.

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Gallant asked if the Board or the public had any comments or questions. Hearing none, she asked for a motion to approve the audit report as presented.

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**JIM BERKLEY MADE A MOTION TO APPROVE THE AUDIT REPORT AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.**

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**c) Performance Appraisal & Salary of Executive Director**

Samir Naran reported on the performance appraisal and salary review for Campbell Baker for the time period of December 2016 – December 2017.

Naran started off on explaining last year we changed the method of the 1-5 rating. Naran explained that a three is a really good thing, three is doing your job, four is fantastic and a five is rare.

Naran said that you can see in the performance review in your packet in the categories we recommended giving Campbell Baker a 3.7% overall from all of the categories. We felt that she did a great job in team building and morale, the advertising agency transition process was efficient and timely, and the benefits and payroll situation was extremely difficult and painful but it got done with the least amount of headaches.

Goals that we recommended were date specific of having the Destinations International Certified Destination Marketing Executive (CDME) Accreditation due December 30, 2019, the Operations Audit to be implemented and the Community Outreach Plan to be completed by January 31, 2018.

With that the HR Committee recommended a 3% salary increase, which is in line with County guidelines.

Gallant asked the Board or the public if they had any comments or questions. Hearing none, she asked for a motion to approve the salary increase.

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**JOHN BETROS MADE A MOTION TO APPROVE LORI CAMPBELL BAKER'S RECOMMENDED 3% SALARY INCREASE FROM PERFORMANCE REVIEW IN KEEPING WITH COUNTY GUIDELINES AS PRESENTED. KEVIN HINES SECOND THE MOTION. MOTION PASSED 10-0.**

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**3. Partner Updates**

**a) Ocean Center**

Tim Riddle, Deputy Director of the Ocean Center, reported that his team is working well the Convention and Visitors Bureau team. The respective staffs have gathered for brainstorming sessions in order to gain some efficiencies. He said he's looking forward to a bright future and working together.

Campbell Baker added that Riddle has a great sales staff, including Lori Hunter who has been at the Ocean Center 32 years – and that with Linda McMahon leading our strong team, we're finding even better ways to work together.

**4. The Brandon Agency**

**a) Media Plan Update**

Shelby Greene provided an update on the United Kingdom (UK) Heart Radio promotion with Visit Florida. Representatives were in Daytona Beach last week with Kate Holcomb's team for an immersion tour, and the campaign will launch in the UK shortly.

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The majority of the digital ads from the media plan have been moved to February in order to use new creative based on the approval from this afternoon's meeting.

The Kidd Kraddick Show is the radio promotion previously discussed, and representatives are scheduled for an April immersion tour. The show will broadcast live for two days from the Daytona Beach market and bring in listeners as prize winners.

Brandon is putting the final touches on the co-op plan, and will be rolling that out to local partners in February.

As a result of ongoing efforts, the CVB's Daytona Beach Facebook page has reached 114,637 likes and continues to climb.

**b) Creative Update**

Andy Kovan reviewed how the agency arrived at the creative being presented at this meeting. Brandon conducted an online perception study and talked both to people who had visited the destination and to those who had not. The 1,218 respondents provided great insights and the key take-away was that those who hadn't visited do not understand what there is to do here in this destination. There is misperception about what happens here. Brandon presented some of that data during the actual pitch process and was ultimately hired.

Kovan said that members of the Brandon team came into the market and spent several days talking to visitors, soaking in the destination and doing observational research. He recalled driving over the ISB Bridge at one point and hearing CEO Scott Brandon say that it was really a wide open destination, an early insight into where they ended up. They saw a lot of people having fun, too.

Kovan reminded the audience that Brandon is one of 29 agencies in the US and in Canada who are certified Brand Strategists, and that they spent a great deal of time understanding what is important about this destination, what's different about this destination, and what the focus areas need to be. Research was used heavily in the process, and Evelyn Fine of Mid-Florida Marketing & Research provided a wealth of relevant data on the area. Brandon studied the Visitors Profiles for 2016 through April 2017 and other available information.

Brandon then drafted a creative brief, and brought it to HAAA's Advertising Committee in the form of three potential campaigns for vetting by focus groups in strategic markets. Detailed feedback was received and "Wide. Open. Fun." was chosen.

Fine added that the focus group participants were people who mirrored our typical visitor, with one exception: we did lower the age in order to get a feeling for what the millennials were thinking about us and what their behavior was. Typically a focus group lasts about two hours, starting off with a wide discussion that is really dictated by the kinds of people that we have and the locations of the groups. We talk about how they choose a destination, what sources of information they use -- everything from the Internet, magazines to word of mouth, which is one of the most important ways people used to decide on a destination.

The purpose of these focus groups was to see what these three concepts meant to potential visitors and how they reacted to them. As always with focus groups we were not seeking consensus. We made it very clear to them right from the start that with eight different people in each group, we fully expected that they would have eight different perceptions, eight different responses, and eight different opinions about what happens. The focus groups were conducted in Miami, Orlando and Atlanta, all important markets to us.

We spent time going over the three concepts, and each concept had its pros and cons with each group. But as we listened, there was one concept that seemed to resonate the most with each group. "Wide. Open. Fun" told

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them that there's lots of fun to be had in Daytona Beach, that it's a big destination with a big a variety of things to do. "Wide. Open. Fun." Demonstrated the most opportunity for them.

Fine reminded the group that campaigns are all about the execution. A headline or a signature line doesn't sit by itself in an advertisement.

Kovan stated that today's creative is not quite finalized, and that all advertising mediums and messaging will be customized for the audience targeted.

Kovan showed behind-the-scenes footage of the photo shoot. Campbell Baker noted that the crew included the local talents of Jordan Kahne of Presslaunch Productions and that some of the models were from the Foley Modeling Agency.

Thompson said that today's 60-second spot will provide a good representation of content to be created, and that it will be adjusted to 30- and 15-second spots, depending on placement. Thompson then showed an overview of photography created, covering various ages, demographics and diversity in general. The goal was to depict real people enjoying the destination, and real food that you would find here, so that viewers could picture themselves here.

Thompson then reviewed various print ads, digital banners, animated banner ads, and Facebook ads. Campbell Baker added that you see there is a period after each "Wide. Open. Fun." and that is by design, so that it kind of forces you think about each concept separately. She said someone had asked her why they were being run together in the media. Campbell Baker said they are always separated. Kovan added that was a really good point; this really is a wide open area and there is a wide open beach, and there is a lot of fun and we can also use the history and the heritage of racing and cars. There is a lot of depth to this idea as well. There are a lot of things to do in this destination.

(Applause from the room after video.)

Gallant asked if there were any comments from the Board. Campbell Baker noted that, before proceeding, the public was invited to speak.

**PUBLIC PARTICIPTION WAS PRESENT**

Anthony Mazzullo, of Ormond Beach originally from New York, said he has been back and forth to Daytona Beach since 1984. Mazzullo commented that his initial reaction to the campaign was not a good one, because most of his friends that come to Florida go to the West Coast and look down upon Daytona Beach. When they come to visit Mazzullo they are always amazed at what exists here in Daytona Beach, in the form of the state parks, the quant little restaurants tucked here and there, the museum. He said his initial reactions was not a good one, but after having seen the presentation today it is a much broader concept than the slogan suggests and he doesn't know how the agency can get around that. As a homeowner, Mazzullo said he can't think of a better place to live then Daytona Beach because it has everything that you could possibly want from a fancy dinner, to a beer or burgers, you can go on and on about what is here. Mazzullo said that today's presentation convinced him that the campaign included a lot of things about the destination.

Campbell Baker agreed with Mazzullo that this is the best place to live, and promised that the theme will always be accompanied by appropriate visuals and editorial copy.

Karen Detweiler, of DeLand commented that she didn't like the slogan and didn't think the residents were given enough considerations. Detweiler thought this slogan did not present enough of what the County really is, and that it focused too much on the beach, the east side of the County, and upscale offerings. She mentioned the disappearance of open spaces and spoke of building height variances.

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Campbell Baker thanked Detweiler for her attendance and her comments.

Mark Andrews noted that his strength is not branding and marketing, and that his comments have more to do with what's happening here in the community. His strengths are in strategy and leadership, and he thinks that the role of this Board and the Convention and Visitors Bureau is to get good talent and give the Board, through leadership, the right to go out to make these kinds of decisions. Andrews stated that, while he has an opinion on the campaign theme, it's not important; it's the opinions of the people that are coming here that are important. Andrews visited the area in the 60s, 70s and 80s before he moved here – and the only thing, the only thing he didn't like was leaving.

Linda Smiley stated that she hates the slogan, the presentation left a lot of areas out, and that locals should have been more involved. Smiley felt that “23 miles of beaches” is misleading and said that only 13 miles are accessible. She noted recent local media coverage was unfavorable and favored “World's Most Famous Beach.”

Amy Pyle asked the group to help residents to urge the city of Daytona Beach to continue progress in code enforcements for improving the neighborhoods improving our infrastructure. Pyle stated that she is a candidate for City Commissioner Zone Three, and that she envisions a Daytona Beach where the tourist industry and the residents can live side by side and build upon each other.

Bob Davis, CEO and President of The Lodging and Hospitality Association of Volusia County represents partners from throughout Volusia County. He responded to an earlier speaker and noted some of the exciting new developments happening in this destination.

Campbell Baker added that the video presented was only 60 seconds, so could only show a certain amount of content – but that through social media and advertising we will be promoting countywide assets and the images will be stunning.

She added that somehow the campaign conversation has gotten turned around to where it is an “us against the community” thing. She assured the audience that this group absolutely respects the opinion of community members, that the Board and staff themselves are very involved. She noted that locals are the destination's best tourism ambassadors and make for a strong outreach program. Campbell Baker added that the target of this particular campaign will be those people outside of the area. We'll entice them with all of the great things shown, to come for overnight stays here in the area. This will increase the taxes -- not just the bed taxes but the sales taxes as well -- which will help us all. She said the industry appreciates the residents' role in helping to bring them here, and in coming out today to voice their opinions.

Campbell Baker said she was asked why we didn't engage a local advertising agency for this project. She replied that the bid went out far and wide and that no local agencies responded. She noted that their decision not to apply was respected by the Board and staff, and that several talented agencies were represented in this room.

Another guest commented that once it was pointed out that the campaign is actually “Wide. Open. Fun.” the periods put a whole new definition on it.

Kelly Dispennette added that this slogan got out there in isolation without any context behind it, and that the agency and the CVB have done a fantastic job of putting some family-friendly, really classy artwork behind it that she feels really good about. She noted that we are all proud of this destination and think it's a great place to live and visit.

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John Betros commented that he thinks that the agency and the CVB all have had a very difficult job to try to appeal to not only a wide demographic, but to demonstrate of all that Daytona Beach has to do from the beach, to NASCAR, to fine dining, casual dining. And it's difficult to try and condense that into 10, 15, 30 or 60 seconds. He feels the agency and the CVB have done a wonderful job, and that we should keep the public's comments in mind. He supports the campaign as presented.

Rich Byrd wants the community to know that we do appreciate the community, and that Pyramid Hotel Group is going to be putting \$20 million into its property. He has direction from Pyramid Hotel ownership not to hire anyone that isn't local, and that's to include vendors. Byrd said a lot of times he can't find his staff because they are off doing something in the community – often at grade schools teaching residents how to do resumes or how to look for jobs. He commented that this group really does value the community, and that he's excited that this campaign will benefit the community, not just the hospitality industry.

Byrd thinks when people see the background and the text that will go with it, the slogan works perfectly. Byrd asked the public to just let us have a shot at it, because we are here for you.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she asked for a motion to approve the advertising creative.

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**JOHN BETROS MADE A MOTION TO APPROVE THE ADVERTISING CREATIVE AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.**

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**5. Old Business**

**a) DropBox**

Gallant announced that, going forward, Board packets for meeting and non-meeting months will be uploaded into DropBox and an email will be sent out, announcing that the documents are ready to be viewed. Please let us know if you have issues or questions.

**6. New Business**

**a) Recognition of former HAAA Chairs**

Campbell Baker added that the HAAA Board has been chaired by some pretty amazing people -- both now and over the years. John E. Evans was the original chair of this board when it was called Destination Daytona, he recently passed away. She found out just before last week's Advertising Committee meeting that one of our most recent chairs, Mike Kardos, has also passed away. Campbell Baker wanted the Board to take a moment and appreciate the work that these two gentlemen have put in over the years in help this destination.

**b) Meeting space needed for upcoming board and committee meetings**

Gallant added that we are looking for meeting spaces for upcoming board meetings and committee meetings. She asked that those in attendance please take a look at the dates requested.

**7. Public Participation**

None

Gallant thanked all for attending and thanked the public for attending.

**THE MEETING WAS ADJOURNED AT 3:13 p.m.**

**Respectfully submitted,  
Christy Zimmerman**

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**Executive Assistant**