

# **HALIFAX AREA ADVERTISING AUTHORITY**

## **Regular Meeting**

**Fairfield Inn & Suites Daytona Beach Speedway/Airport, 1820 Checkered Flag Blvd, Daytona Beach  
March 20, 2018**

### **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

#### **Board Members Present:**

Libby Gallant, Blaine Lansberry, Jim Berkley, John Betros, Rich Bryd, Kelly Dispennette, Steve Farley, Samir Naran, John Phillips and Linda Bowers

#### **Board Members Absent:**

Kevin Hines

#### **Guests:**

Scott Brandon, Shelby Green, Andy Kovan, Dino Paspalakis, Carl Brigandi, Hardy Smith, Helen Riger, Luis Garcia, Nancy Guran, and Bob Davis,

#### **Staff Present:**

Lori Campbell Baker, 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. and Christy Zimmerman asked for roll call. Libby thanked Fairfield Inn & Suites' Nancy Guran for hosting the meeting.

#### **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 entertained a motion to approve the Consent Agenda.

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

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Lori Campbell Baker added that the Governor just announced that the State hosted \$116.5 Million visitors in 2017, another record-setting year.

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

##### **a) January 2018 Board Financial Packet**

Campbell Baker reported that the Board packet includes January financials, our most recent and fully-completed month. February financials will be included in the next Board packet.

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

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#### **3. » Event Funding Requests**

##### **a) Friends of the Bandshell event funding**

Kay Galloway introduced Dino Paspalakis of Friends of the Bandshell. This funding request is built into the tourism event budget and pre-approved at \$15,000. Paspalakis provided a brief overview of the upcoming events and schedule.

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He explained that this year's musical programs will be expanding into different genres to attract different age groups.

Carl Brigandi added that promotion includes commercials with a 50 mile radius to advertise, in order to attract more overnight visitors.

Campbell Baker added that the Board opted to add this to the ongoing funding list years ago, since this was a pivotal event series that the CVB promotes year round.

#### **b) NAIA funding**

Linda McMahon introduced the City of Daytona Beach's Hardy Smith, who was seeking a \$58,000 sponsorship for the 2018 NAIA Football Championship at Municipal Stadium.

Smith shared an update on the event and presented a highlight video from the previous game. He reported that the CVB's :30 commercial was shown on ESPN3 and at the stadium, and CVB material was included in the official printed program.

Samir Naran asked if there was an opportunity to keep this event and partnership going with the City, HAAA Board and the CVB. Smith replies that this is under discussion.

John Phillips said he believes that, for the December 15, 2018 game, we can enhance our social media presence and focus on the area's colleges, sports activities and destination offerings.

Gallant asked if there was any public participation. Hearing none, she asked for a motion.

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**JOHN BETROS MADE A MOTION TO APPROVE FUNDING OF \$58K FOR THE NAIA NATIONAL FOOTBALL CHAMPIONSHIP. LINDA BOWERS SECONDED THE MOTION. MOTION PASSED 10-0.**

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

##### **a) Advertising Campaign Update**

Scott Brandon presented an overview of October – April progress. He said the Visitors Guide Request form was shortened, and the increase in activity was immediate.

Brandon went over our website traffic and performance, explaining the agency's goals: increase the quality and traffic, and time on the site. The agency was able to lower the bounce rate, increase the time on the site and increase the number of pages the consumer viewed while on the site. Brandon noted that traffic was a little down, compared to October of 2016 (which included a flurry of Hurricane Matthew web cam views.) Brandon said he likes seeing organic sessions up, because that means that more consumers are actively looking for Daytona Beach specifically. He said, contributing to the successful numbers was the fact that the CVB redesigned the site and added some great photography.

Galloway noted that Brandon has created 240 blogs, populated into the site, which is driving organic searches. Brandon is also in the process of creating videos, which are posted on the site and on the CVB's YouTube channel.

Brandon noted that after the TV spots aired in Atlanta and Charlotte on February 15, results were immediate. Web traffic coming in from these areas grew, with new users up 13%, sessions up 16%, direct traffic sessions up 18%. He said the various demographics are up, and trending younger. This is beneficial, in that attracting a younger audience leads to lifelong visitors to Daytona Beach.

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Brandon reported that more men visiting the site than women. This data comes from Google Hoteliers and also Qumicast, via pixels added to the site.

Brandon said the 55-64 age groups were prominent during October – March searches, due to Biketoberfest®, SpeedWeeks, and Bike Week.

He said a new initiative is an increase in paid Facebook ads, which has already garnered success.

E-newsletter targeting changes per month based on the creative. All e-mails are driving quality traffic to the website with high time on site, low bounce rates and numbers of pages viewed. Brandon is working on a contesting element to increase conversation.

Brandon recommended and implemented an e-mail marketing platform transition from Aweber to MailChimp. The change, implemented in February, is already providing better website integration, reporting and database management tools, streamlined campaign testing tools and more.

Shelby Greene reported that the 2018 Advertising Co-op Program rolled out in February and included six different placement opportunities free to our partners. The offerings included digital Facebook Drive to website ads, TripAdvisor premium destination page ads, Q1 Media display ads (golf course specific placement or golf package placement), OrlandoSentinel.com newsletter and blog sponsorship ads, third party e-mails, print ads in The Villages Daily Sun and more. With so many options, 150 free advertising options were offered to partners.

Greene added that Jennifer Sims has been doing an amazing job of getting partners interested and getting all of the creative elements for this program to the agency. If you would like more information please contact Jennifer Sims at [jsims@daytonabeach.com](mailto:jsims@daytonabeach.com).

Greene added that the last sheet in your packet is an overview of what's going on. And the plan that you have already approved placed and negotiated for the next three months in front of you. We still wanted to check with you that you are all good with everything. Galloway also added that the Advertising committee did review all of this information and the amount presented to be spent.

Gallant asked if there was any public participation. Hearing none, she asked for a motion.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE MEDIA PLAN COST OF \$1,450,674.19 AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.**

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**b) \* Media Plan**

Shelby Green presented that the most updated Media Plan that is in your binders.

**c) \* Booking Widget discussion**

Galloway reported that the Kognitiv booking widget contract for our website was coming up for renewal in May. The cost was \$3,000 per month. Jack Rabbit, our former vendor, has offered its services at the same price point. Both New Smyrna Beach and West Volusia both use Jack Rabbit, so we are familiar with their product and contracts.

Galloway stated that monthly reports indicate that booking through DaytonaBeach.com have decreased by 25% year-over-year. Therefore, the CVB's website may not need to host a booking widget. Based on current consumer behavior, site visitors prefer to directly connect with the hotel or an OTA to book their room.

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Consumers use CVB sites as a research tools. If the CVB dropped the booking widget, we would link visitors directly to each hotel's booking widget. However, we would lose booking information like number of rooms booked, length of stay and ADR.

Galloway asked if the Advertising Committee was open to this change. She said she wanted to have this discussion with the HAAA Board also, and then reach out to SimpleView for timing re: the potential transition. The budgeted funding would be used to enhance the site in other ways.

Gallant asked if there was any public participation. Hearing none, she asked for a motion.

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**BLAINE LANSBERRY MADE A MOTION TO NOT RENEW AT THE END OF THE AGREEMENT IN MAY 2018.  
STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.**

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#### **5. Unfished Business**

##### **a) Meeting space needed for upcoming board and committee meetings**

Gallant said that meeting spaces are needed for upcoming Board meetings and committee meetings. She asked that those in attendance please take a look at the dates requested.

#### **6. New Business**

##### **a) Committee Advisory Applications**

Gallant informed the Board that all committee members will be sent an Advisory Committee Application that is due by April 30 to Christy Zimmerman. Applications will be presented for approvals at the May Board meeting.

##### **b) New Staff**

Campbell Baker announced that Christy Zimmerman has joined the CVB staff as a full-time employee.

##### **c) Upcoming Workshop**

Campbell Baker asked the Board to reserve June 19 at 2:00 pm for a HAAA Board Workshop to review the 2018-19 Marketing Plan and Budget. Location will be announced.

#### **7. Public Participation**

None

Gallant thanked all for attending and adjourned the meeting.

**THE MEETING WAS ADJOURNED AT 3:35 p.m.**

**Respectfully submitted,  
Christy Zimmerman  
Executive Assistant**