

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

Hilton Daytona Beach Oceanfront Resort @ 100 N. Atlantic Ave., Daytona Beach FL 32118

May 15, 2018 at 2:00 p.m.

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present:

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

Board Members Absent:

None

Guests:

Scott Brandon, Shelby Green, Andy Kovan, Carl Brigandi, Bob Davis, Evelyn Fine, Michael Moore, Jay Cassens, Sandra Whittington-Boone and Tim Riddle

Staff Present:

Lori Campbell Baker, Christy Zimmerman, Kay Galloway, Kate Holcomb, Linda McMahon, Jennifer Sims and Tatiana Carr

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 Hilton Daytona Beach Oceanfront Resort and Jim Berkley 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.

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

2. Financials & Human Resources

a) February 2018 Board Financial Packet

Campbell Baker introduced to the Board Jane Holland, the CVB's new Financial Controller. She will be working on all Financial and Human Resources functions.

Gallant asked if the Board to review the financial packet for February, and asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the financials.

JIM BERKLEY MADE A MOTION TO APPROVE THE FEBRUARY FINANCES AS PRESENTED. KEVIN HINES SECONDED THE MOTION. MOTION PASSED 10-0.

3. Partner Updates

a) Ocean Center

Tim Riddle of the Ocean Center reported on a new event, CEO Gaming is coming in June and now have a two-year agreement. A wrestling event, which was featured in Sports Illustrated, will be part of the gaming event this year.

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Ocean Centers Internet capacity is being upgraded 200 MG to 1GB. The 1GB fiber showed up last week and should be in place in time for CEO Gaming. Lighting in the ballroom area and exhibit hall is being updated to LED as well.

The Ocean Center is booked with solid events in May and June, and 11 graduations will be happening Memorial Day weekend. Tim reported that most conversations with the CVB and hotel partners revolves around finding space in 2021 & 2022, a good problem to have. August and September space is still available.

Campbell Baker added that she asked Riddle to report on this because some people were thinking that the Ocean Center tends to remain empty, which is not true.

b) Daytona Beach International Airport

Jay Cassens, Director of Business Development. February was up 2.5% and in March was up 4.2%. Jay said this is impressive because no additional air carriers have been added since JetBlue. Delta has added a sixth flight that will continue throughout the rest of the summer.

The new thing on the horizon is Sunwing Airline, based out of Toronto. The prospect is good, with more details to follow. If it comes together, this would be the first international airline in almost 20 years, so this will be a big deal.

Campbell Baker added that Toronto is a big focus for the CVB, with marketing and advertising initiatives already in place. She suggested that CVB messages could be tagged with the Sunwing addition. She added that there is much excitement about the prospect, and hopefully there will be an official announcement soon.

Cassens added that if this goes through they are going to continue to need support and one of the most important thing we can do is market the new services and get people familiar with Sunwing and the destination, in order to stimulate ridership.

4. The Brandon Agency

a) Advertising Campaign Update

Andy Kovan reported an increase in Lead acquisitions for March – April 22, in e-mail and Visitor Guides. A total of 7,062 email addresses were acquired during that period, with 659 Visitors Guide downloads and 1,346 Visitor Guide requests by mail.

Kovan noted that an enter-to-win pop-up was added to the website to acquire additional emails. From April 11 – 22, 535 contest entries were received and the total emails acquired was 831. The addition of the pop-up increased email leads 78% compared to the prior week.

Kovan reported that Google's search volume trends indicate that searches related to Daytona Beach travel and tourism increased every month in 2018.

Overall website performance for October – April is up in almost all of the KPI's compared to the same time last year. Sessions were down 16.1%, page/sessions are up 11%, time on site is up 9.2% and the bounce rate is down 1.3%. This shows us that we are getting more quality traffic to the website.

Shelby Greene reported on the geographic website performance March – April. Orlando continues to generate the most visits. Users from Houston Metro had 13K sessions, a 142% increase compared to the same time last

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year. Users from Houston also had a high site engagement average. Green added that we are attributing this to more media in the Texas/Houston area through AARP, Facebook and the Kidd Kraddick radio promotion.

Kovan reported on Blog Pages for March – April, saying that recent blog content related to events and things to do continue to perform well, and drive new users to the site. In March and April, the Wide. Open. Fun. landing page was strong and resonating well with consumers.

Campbell Baker noted a recent Daytona Beach News-Journal article about the positive data so far on the Wide. Open. Fun campaign.

Greene reported on the paid Facebook results from March – April 22, showcasing that Facebook's performance had been very good.

Shelby reported that the Kidd Kraddick promotion was a great success. While here on April 19-20, they hosted two, four-hour live broadcasts from Hard Rock Hotel Daytona Beach. Kate Holcomb and her team provided the cast and crew an immersion tour of Daytona Beach and then did on-air interview. The eight-week promotion garnered 11,800 entries and 105 :30 second on-air commercials totaling 13,104,000 impressions. The online contest promoted a Daytona Beach giveaway for a family of four.

b) * Media Plan

Greene provided a recap of the remaining media spend for July, August and September for the 2017-18 budget. The total spend was \$488,240.24.

Farley asked if there were any questions before we make a motion to approve.

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

STEVE FARLEY MADE A MOTION TO APPROVE THE MEDIA PLAN COST OF \$488,240.24 AS PRESENTED. KELLY DISPENNETTE SECONDED THE MOTION. MOTION PASSED 10-0.

In addition, The Brandon Agency noted that they had already started internal brainstorming for the upcoming 2018-19 media planning and were in the process of researching new opportunities. Evaluation of current media vendor performance had begun, and the preliminary media plan presentation was set for the July Advertising Committee meeting.

Kay Galloway added that at this time we wanted the committee to provide their insights, comments or any other ideas for next year for us to present in our budget.

5. Unfinished 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 on the agenda and let Christy Zimmerman know.

6. New Business

a) Recognition of former HAAA member Jim Foster

Campbell Baker announced that a previous HAAA Board chair, Jim Foster, former president of Daytona Beach International Speedway, passed away recently. There was a touching tribute to him during the United Way Foundation dinner.

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b) Resignation of HAAA member Rich Bryd

Campbell Baker reported that last week Rich Byrd took on a new endeavor and has left The Shores Resort & Spa and the HAAA Board. The County is currently seeking applications for this seat.

c) Upcoming Workshop

Campbell Baker asked the Board to reserve June 19 at 2:00 pm at The Shores Resort & Spa for a HAAA Board Workshop to review the 2018-19 Marketing Plan and Budget.

d) HAAA July meeting conflicts with Shriners Imperial Session - new time

Campbell Baker asked the Board to confirm the new Board meeting time of 9:00 am July 17 at International Speedway Corporation located at One Daytona Blvd. We need everyone to make sure we have a quorum to approve the budget to send to the County for approval. The budget and marketing plan will then go before County Council in August for approval.

e) Special Events

Galloway said she wanted clarification on how annual event request funding is seen by the Board. John Betros replied that he would like to continue the current process with them presenting to the Board.

f) General Data Protection Regulations (GDPR)

Galloway gave an update on new General Data Protection Regulations (GDPR) guidelines that regulate the processing of personal data of EU residents. Processing includes the collection, use, transfer, monitoring, tracking – even viewing of personal data. These regulations follow EU residents wherever they are. There are significant fines for non-compliance – up to 4% of your global revenue – and new policy begins May 25, 2018.

7. Public Participation

None

Gallant thanked all for attending and adjourned the meeting.

THE MEETING WAS ADJOURNED AT 2:53 p.m.

**Respectfully submitted,
Christy Zimmerman
Executive Assistant**