

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, March 19, 2025 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Jaworski at 2:00 p.m., March 19, 2025. Jennifer Sims took attendance. The following Board members were present: Aaron Alberding, Jim Berkley, John Betros, Ken Bots, Jim Jaworski, Jonny Magill, Samir Naran, John Phillips, and Sandra Whittington Boone.

Guests:

Jim Abbott, Cyrus Callum, Joel Darr, Vickie Foley, Kurt Greer, Sharlene Greer, Andy Jorishie, Susan Keaveney, Isiah Lewis, Dino Paspalakis, Norm Pytel, Amy Shackelford, Sebrina Slack, and Michelle Waddell. Hana Dodds, Spencer Gibboney, Drew Lewis, Laurie Rowe, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Brenda Redmon, Brian Bentley, Shannon Echemendia, Brandon Little, Connor Rand, and Jennifer Sims. Tangela Boyd, Rashanda Denson, and Ashley Mesmer attended via Zoom Video Conferencing Software.

Public Participation

None

Consent Agenda

Jaworski asked if the Board had any comments or questions on the Consent Agenda, item a-n. Hearing none, he entertained a motion to approve.

Motion by John Betros approve the Consent Agenda, item a-n. Second, by Jonny Magill. The motion passed 9-0.

Lori Campbell Baker introduced Cyrus Callum, Director of Aviation & Economic Resources at the Daytona Beach International Airport. Callum reviewed what has been going on at the airport, including:

- Breeze Airways added three routes: Hartford CT, Raleigh-Durham NC, and Providence RI
- Avelo Airlines is ending their Hartford CT service due to conflicting service from Breeze Airways; they will now be focusing on New Haven CT. Avelo will be adding service from Concord NC at the beginning of April 2025.
- Airlift Marketing Plan went into effect March 17, 2025
- The day after the DAYTONA 500 (February 17), the airport saw 3,200 passengers – this is the busiest day since COVID, with an average wait time of 10 minutes.

Executive Update

Campbell Baker reminded the Board that the March meeting will be the last meeting for current HAAA Board members with the new term beginning April 1. When this term begins, there will still be three spots open on the Board.

Department Updates

Group Sales

Brenda Redmon reported on the recent HelmsBriscoe FAM (19 meeting planners attended), the team is reaching out to lost business from 2023 and 2024, and they are using MINT+ to view potential business focusing on Sunday through Thursday business. Redmon also noted that the Tour and Travel department has added step-on guides and welcome bags for bus tours.

Communications

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, community outreach, and listening sessions. Booth also presented the Laurie Rowe Communications agreement, which runs from April 2025 through March 2026, for \$35,300.

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Jaworski asked if the Board had any comments or questions on the Laurie Rowe Communications agreement, which runs from April 2025 through March 2026, for \$35,300. After Board discussion, he entertained a motion to approve.

Motion by John Phillips to approve the Laurie Rowe Communications agreement, which runs from April 2025 through March 2026, for \$35,300. Second, by Sandra Whittington Boone. The motion passed 9-0.

Marketing & Design

Kay Galloway reported upcoming consumer eNewsletters and social media posts, content creation, working on content/collateral for NCA & NDA, reaching out to AAA offices that our airlines fly to, the new Destination Guide is ready, and the upcoming Coffee & Connections at Beaches Entertainment Eatery on March 21, 2025.

NCA/NDA Discussions

Campbell Baker reminded the Board that the bid packet is due back to Varsity by Friday, March 21, 2025. Campbell Baker also noted that two votes are needed regarding the bid packet.

VOTE 1:

Campbell Baker asked for the Board to approve an additional \$12,500/year cash sponsorship to be included in the 2027-2030 bid package. Following Board discussion, Jaworski entertained a motion to approve the additional \$12,500/year cash sponsorship to be included in the 2027-2030 bid package.

Motion by John Betros to approve the additional \$12,500/year cash sponsorship to be included in the 2027-2030 bid package. Second, by Jim Berkley. The motion passed 9-0.

VOTE 2:

Campbell Baker asked the Board to approve an additional “up to \$35,000” sponsorship for 2025 only, to cover additional costs due to remaining storm damage, housing and transportation challenges. Following Board discussion, Jaworski entertained a motion to an additional up to \$35,000 for 2025 only.

Motion by Jim Berkley to approve an additional up to \$35,000 for 2025 only. Second, by John Betros. The motion passed 9-0.

Downs & St. Germain Research

Isiah Lewis presented the October through December 2024 Visitor Profile and Economic Impact Report. Interviews were completed in person with 634 visitors (400 stayed in paid accommodation) at local hotels, the Daytona Beach International Airport, public areas, downtown, and at special events.

Standing Committees

Tour & Travel Committee

Online Travel Training Contract

Redmon presented the TravPro Mobile contract to the Board; they are a specialized technology provider for mobile B2B learning, sales enablement and virtual events. This contract runs from April 2025 through March 2026 at a cost of \$14,000.

Jaworski asked if the Board had any comments or questions on the \$14,000 TravPro Mobile contract. Hearing none, he entertained a motion to approve.

Motion by Jonny Magill approve the \$14,000 TravPro Mobile contract. Second, by Aaron Alberding. The motion passed 9-0.

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Advertising Committee

CVB Website Advertising

Galloway reviewed the agreement from Destination Travel Network, a service that monetizes website content by creating and offering online ad space to local businesses and partners.

Jaworski asked if the Board had any comments or questions on approving the agreement with Destination Travel Network. After discussion, Jaworski entertained a motion to approve the agreement with Destination Travel Network.

Motion by John Betros to approve the agreement with Destination Travel Network. Second, by Jonny Magill. The motion passed 9-0.

Tourism Events

Spring Daytona Turkey Run

James Richard, with the Daytona Turkey Run was unable to attend. Galloway, gave an update on spending and media placements for the 35th Annual Spring Daytona Turkey Run, which will be held March 21-23, 2025.

Jeep Beach

Charlene Greer gave an update on Jeep Beach 2025, which will take place April 18-27, 2025. Greer noted that at the 2024 event, 14,000 jeeps took part in the Sunday beach parade, and in total, around 45,000 jeeps were in the area for the event.

Friends of the Bandshell Summer Concert Series

Dino Paspalakakis and Norm Pytel gave an update on the 2025 Summer Concert Series presented by the Friends of the Bandshell, which will take place May 24 – September 27, 2025.

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Spencer Gibboney, Amy Shackelford, and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research; they also showed the One Fun Day in Daytona Beach video produced by VISIT FLORIDA.

Reports of Officers

Finance & Human Resources

January 2025 Board Financial Packet

Chuck Grimes presented the January 2025 Financial Report. Grimes also reported that expenditures were within guidelines, and current tax revenues have exceeded last year's.

New Business

The Board questioned and discussed what needed to be done to maintain/increase visitation to Daytona Beach Bike Week.

Adjourn

Without further business or public participation, the meeting adjourned at 3:39 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager