

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
REGULAR MEETING**

Wednesday, January 17, 2024 • 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 Androse Bell at 2:00 p.m., January 17, 2024. Jennifer Sims took attendance. The following Board members were present: Androse Bell, John Betros, Linda Bowers, Megan Butler, Blaine Lansberry, Jonny Magill, Samir Naran, Jim Jaworski, and John Phillips. Ken Bots attended via Zoom Video Conferencing Software. Jim Berkley was absent.

Guests:

Zach Chalifour, Spencer Gibboney, Andy Jorishie, Janet Kersey, Joanne Magley, Jason Piroth, Scott Roudebush, Amy Shackelford, Heather Wallace, and Natalie Yablon. Hannah Brockman, Erin Dinkel, Hana Dodds, Shannon Gray, and Drew Lewis attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Linda McMahon, Brian Bentley, Sharon Harlow, Brandon Little, Connor Rand, and Jennifer Sims. Tangelo Boyd attended via Zoom Video Conferencing Software.

Board Member Participating and Voting Virtually

Androse Bell asked the Board for a motion to recognize that Ken Bots could participate and vote virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Ken Bots would be participating and voting virtually due to an extraordinary circumstance. Second, by Linda Bowers. The motion passed 7-0.

Public Participation

Lori Campbell Baker introduced Heather Wallace, from Volusia County Legal, to the room.

Consent Agenda

Bell asked if the Board had any comments or questions on the Consent Agenda, item a-k.

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

Motion by John Betros approve the Consent Agenda, item a-k. Second, by Jim Jaworski. The motion passed 8-0.

Executive Update

Lori Campbell Baker discussed the legislation brought before the state and the upcoming events at Daytona International Speedway.

Department Updates

Group Sales

Linda McMahon presented the HAT Marketing agreement, running from January through March 2024, for \$17,500. McMahon also discussed an opportunity to host the Meeting Professionals International (MPI) Sunshine Education Summit. Brandon Little announced that the American Cup Golf tournament will be in the area in 2025.

Bell asked if the Board had any comments or questions on the HAT Marketing agreement, which runs from January through March 2024 for \$17,500. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve the HAT Marketing agreement, running from January through March 2024, for \$17,500. Second, by John Betros. The motion passed 8-0.

Communications

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, media interviews, community outreach, and listening sessions.

Marketing & Design

Kay Galloway reported on the new Destination Guide, upcoming consumer eNewsletters, and content creation.

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Biktoberfest® Sponsorship

Galloway brought forth a new sponsorship opportunity for Biktoberfest® 2024, Diamond Motorcycle Seats.

Bell asked if the Board had any comments or questions moving forward with the new sponsorship opportunity for Biktoberfest® 2024, Diamond Motorcycle Seats. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve moving forward with the new sponsorship opportunity for Biktoberfest® 2024, Diamond Motorcycle Seats. Second, by John Betros. The motion passed 9-0.

Biktoberfest® Visitor Profile

Shannon Gray with Gray Research Solutions presented the Biktoberfest® Visitor Profile. The survey, which volunteers and CVB staff gave, took place during Biktoberfest®. Surveys were conducted at the Official Welcome Tent at Daytona International Speedway, Midtown, and Main Street.

Reports of Officers

Finance & Human Resources

November 2023 Board Financial Packet

Chuck Grimes presented the November 2023 Financial Report. Grimes also reported that expenditures were within the budget.

FY 2022-2023 Audit Report

Zach Chalifour with James Moore & Co. delivered the audit report. Chalifour stated that the audit was clean, there were no adjustments to the numbers, and there was a healthy reserve balance.

Standing Committees

Advertising Committee

Andy Jorishie with The Zimmerman Agency introduced the team that handles the Daytona Beach account.

Consumer Marketing & Campaign Recap

Spencer Gibboney presented a campaign recap for consumer advertising, creative updates, and research.

Q3 & Q4 Media

Spencer Gibboney presented the Q3 and Q4 media placements for Committee review.

- Q3 = \$2,072,500
- Q4 = \$2,234,300

Bell asked if the Board had any comments or questions on approving the Q3 and Q4 media placements totaling \$4,306,800. After Board discussion, he entertained a motion to approve.

Motion by Jonny Magill to approve the Q3 and Q4 media placements totaling \$4,306,800. Second, by John Betros. The motion passed 10-0.

Brand Activation

Amy Shackelford explained to the Board that the Q'Art Code was no longer an option due to a pricing change; the new brand activation, if approved, will be the Anamorphic Billboard in Times Square, which will run in March and April 2024.

Bell asked if the Board had any comments or questions on approving the Anamorphic Billboard in Times Square, which will run in March and April 2024. After Board discussion, he entertained a motion to approve.

Motion by John Betros to approve the Anamorphic Billboard in Times Square, which will run in March and April 2024. Second, by Jonny Magill. The motion passed 10-0.

Daytona Beach Bike Week Update

Janet Kersey with the Daytona Regional Chamber of Commerce presented an update on Daytona Beach Bike Week 2024.

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Mid-Florida Marketing and Research

Campbell Baker told the Board that Evelyn Fine could not attend today's meeting and that the July-September Quarterly Visitor Profile was in their packets for review.

New Business

John Betros engaged the Board in a discussion about homelessness in the area.

Adjourn

Without further business or public participation, the meeting adjourned at 3:48 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager