

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, March 17, 2021 • 2:00 PM • Daytona Beach Resort – Room: Tides Ballroom
2700 North Atlantic Avenue, Daytona Beach, FL 32118

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:01 p.m., March 17, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, Steve Farley, John Betros, Linda Bowers, Robert Burnett, Josh Harris, Samir Naran, and John Phillips. Libby Gallant and Blaine Lansberry attended via Zoom Video Conferencing Software.

Guests:

Patrick Blankenship, Bob Davis, Vicki Foley, Andy Kovan, Joanne Magley, Vivian Mur, and Shelby Selner. Carl Brigandi, Kevin Captain, Evelyn Fine, Leah Garey, Charlene Greer, Dino Paspalakis, and Dawn Temples Knopff attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes, and Jennifer Sims.

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for separate motions to recognize that Blaine Lansberry and Libby Gallant were participating and voting virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Blaine Lansberry was participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 10-0.

Motion by Steve Farley recognized that Libby Gallant was participating and voting virtually due to an extraordinary circumstance. Second, by John Betros. The motion passed 10-0.

Public Participation

None

Consent Agenda

Jim Berkley asked if the Board or the public had any comments or questions on the Consent Agenda, items a-f. Hearing none, he entertained a motion to approve.

Motion by John Betros to approve the Consent Agenda, items a-f. Second, by Androse Bell. The motion passed 10-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered analytics from VISIT FLORIDA, STR Report data, reporting from Destination Analysts, Longwoods International Study of American Travelers and Global Rescue Reporting, and what's to come in 2021.

Department Updates

Communications/PR

Kate Holcomb presented a contract to work with Laurie Rowe Communications, a tourism public relations and media marketing firm, to the Board.

After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the Laurie Rowe Communications' one-year contract for \$30,000.

Josh Harris made a motion to approve the Laurie Rowe Communications contract for \$30,000. Second, by Linda Bowers. The motion passed 11-0.

Holcomb reported on the new Ultimate Daytona Beach Trail Guide, and the Media Report for January/February 2021.

Group Sales

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Linda McMahon reported on the Group Sales Department's sales initiatives, the department's survey, sports groups, Religious Conference Management Association (RCMA), Florida Society of Association Executives (FSAE), and virtual Florida Huddle.

Marketing & Design

Kay Galloway reported on outreach to AAA offices, TripAdvisor searches, Places to Stay analytics from Simpleview, and eNewsletter marketing initiatives.

Reports of Officers

Secretary/Treasurer – Steve Farley

Finance & Human Resources

January 2021 Board Financial Packet

Chuck Grimes presented the January 2021 Financial Report. Grimes also reported that the CVB has no personal property to surplus.

Standing Committees

Advertising Committee

ADARA Impact

Galloway presented ADARA's Impact digital solution, which helps destination marketers understand vendors and campaign performance while providing visitor data and booking revenue.

Following Board discussion, Berkley asked if the Board had any comments or questions. Berkley entertained a motion to approve the ADARA Impact Tool for \$35,000.

Steve Farley made a motion to approve the ADARA Impact Tool for \$35,000. Second, by John Phillips. The motion passed 10-0.

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the May and June 2021 Media Plan.

The Consumer Marketing Plan, campaign recap, creative updates, research, and the May and June 2021 Media Plan were discussed. After Board discussion, Berkley asked if the Board had any comments or questions, and hearing none, he entertained a motion to approve the May and June 2021 media spend of \$798,159.

Steve Farley made a motion to approve the May and June 2021 media spend of \$798,159. Second, by Josh Harris. The motion passed 10-0.

Additional Funds Media Recommendation

Shelby Selner presented a plan to increase brand awareness in prime markets from now through April 2021. The Brandon Agency recommended spending an additional \$200,000 to extend the Expedia partnership, TripAdvisor targeting the Adventure Traveler, radio placements in Florida, Texas, Philadelphia, and TV weather sponsorships/weather-triggered ads.

Following Board discussion, Berkley asked if the Board had any comments or questions. Berkley entertained a motion to approve an additional Media spend of \$200,000.

Steve Farley made a motion to approve the additional Media spend of \$200,000. Second, by Linda Bowers. The motion passed 10-0.

Tourism Event Funding

Jeep Beach 2021

Galloway reported on the requested \$12,500 for marketing support for Jeep Beach 2021, which occurs April 19-25, 2021. The \$12,500 funding request would go towards digital, television, and social media.

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Following Board discussion, Berkley asked if the Board had any comments or questions on approving the \$12,500 funding request for Jeep Beach 2021. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the \$12,500 funding request for Jeep Beach 2021. Second, by John Phillips. The motion passed 9-0. Androse Bell recused himself from the vote due to a conflict of interest.

Friends of the Bandshell Summer Concert Series & Fireworks

Galloway reported on the requested \$7,500 for marketing support for the 2021 Friends of the Bandshell Summer Concert Series & Fireworks, which occurs every Saturday, from May 29 to September 25, 2021. The \$7,500 funding request would go towards Spectrum television and video in the Orlando market.

Following Board discussion, Berkley asked if the Board had any comments or questions on approving the \$7,500 funding request for the 2021 Friends of the Bandshell Summer Concert Series & Fireworks. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the \$7,500 funding request for the 2021 Friends of the Bandshell Summer Concert Series & Fireworks. Second, by John Phillips. The motion passed 10-0.

Tourism Events Application, Guidelines, and Recap Report

Galloway discussed the revised Tourism Events Guidelines, Application, and Recap Report.

Following Board discussion, Berkley asked if the Board had any comments or questions on approving the revised Tourism Events Application, Guidelines, and Recap Report. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the updated Tourism Events Application, Guidelines, and Recap Report. Second, by John Phillips. The motion passed 10-0.

Daytona Beach International Airport

Joanne Magley reported on the airport's updated health and safety features, terminal and parking lot renovations, and the Small Community Air Service Development Program grant offered by the U.S. Department of Transportation.

Research

Evelyn Fine with Mid-Florida Marketing & Research discussed a research proposal. The Board will continue discussions after the Advertising Committee has met with Fine at their April workshop and May meeting.

New Business

Campbell Baker advised the Board that this meeting will be Libby Gallant's last meeting with the Halifax Area Advertising Authority. Gallant has served the community through the HAAA Board from April 2013 through March 2021. The Board thanked Gallant for her service.

Adjourn

There being no further business or public participation, the meeting adjourned at 3:35 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager