

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, March 23, 2022 • 2:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

The Halifax Area Advertising Authority meeting was called to order by Chair Jim Berkley at 2:00 pm, March 23, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, Linda Bowers, Libby Gallant, Jim Jaworski, Blaine Lansberry, Samir Naran, and John Phillips. John Betros, Steve Farley, and Josh Harris attended via Zoom Video Conferencing Software.

Guests:

Patrick Blankenship, Carl Brigandi, Laura Coleman, Christie DeAntonio, Vicki Foley, Suzanne Heddy, Andy Kovan, Joanne Magley, Karen Kuhn, Dino Paspalakis, Norm Pytel, Kate Sark, Shelby Selner, and Ana Ventura. Ivan Baron and Evelyn Fine attended via Zoom Video Conferencing Software.

Staff Present:

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

Board Member Participating and Voting Virtually

Jim Berkley asked the Board for separate motions to recognize that Steve Farley, Josh Harris, and John Betros were participating and voting virtually.

Motion by Blaine Lansberry recognized that Steve Farley participated and voted virtually. Second, by Libby Gallant. The motion passed 9-0.

Motion by Jim Jaworski recognized that Josh Harris participated and voted virtually. Second, by Blaine Lansberry. The motion passed 9-0.

Motion by Samir Naran recognized that John Betros participated and voted virtually. Second, by Jim Jaworski. The motion passed 9-0.

Public Participation

Suzanne Heddy came before the Board to discuss the Rising Higher Household Income Traveler Campaign presented at the March 8, 2022, Advertising Advisory Committee meeting.

Kate Sark from the Ocean Center reminded the HAAA Board about the 2022 College Basketball Invitational game scheduled for that night.

Consent Agenda

Berkley asked if the Board had any comments or questions on the Consent Agenda, items a-m. After Board discussion, he entertained a motion to approve.

Motion by Linda Bowers to approve the Consent Agenda, items a-m. Second, by John Betros. The motion passed 10-0.

Executive Update

Lori Campbell Baker presented the Executive Report. The report covered the area's eleven months of recording-breaking revenue, an update on COVID, and speaking engagements. Campbell Baker also introduced two new members of the CVB staff, Andrew Booth (Director of Communications) and Sharon Harlow (Group Sales Coordinator).

Standing Committees

Advertising Committee

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Shelby Selner, and Andy Kovan presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the July through September 2022 Media Plan.

Following Board discussion, Berkley entertained a motion to approve the July through September 2022 media spend for \$532,803.

Motion by Josh Harris to approve the July through September 2022 media spend for \$532,803. Second, by Linda Bowers. The motion passed 10-0.

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Kovan, Selner, and DeAntonio presented the creative testing results for the Rising Higher Household Income Traveler campaign, brand awareness ads, and website click ads.

Following Board discussion, Berkley entertained a motion to approve testing the “Famous for More Than You Think” campaign for the Rising Higher Household Income Traveler.

Motion by Josh Harris to approve testing the “Famous for More Than You Think” campaign for the Rising Higher Household Income Traveler. Second, by Blaine Lansberry. The motion passed 11-0.

Tourism Event Funding

Friends of the Bandshell Summer Concert Series Update

Dino Paspalakis, with Friends of the Bandshell Summer Concert Series and Carl Brigandi, with Spectrum Reach, presented the marketing plan for the summer concerts at the Daytona Beach Bandshell. (The \$15,000 amount was previously approved by HAAA.)

World Pickleball Classic

Ivan Baron, with Players International Management, came before the Board to request \$7,500 for the 2022 World Pickleball Classic being held at Pictona, November 17-20, 2022. The \$7,500 will go towards the marketing of the event.

Following Board discussion, Berkley entertained a motion to approve the \$7,500 funding request for the 2022 World Pickleball Classic.

Motion by Josh Harris to approve the \$7,500 funding request for the 2022 World Pickleball Classic. Second, by John Betros. The motion passed 11-0.

Contracts

Kay Galloway presented and discussed each section of the October 1, 2022 – September 30, 2024, Simpleview, Inc. agreement.

Following Board discussion, Berkley entertained a motion to approve the Content Management System (CMS) for \$45,800 per year.

Josh Harris made a motion to approve the Content Management System (CMS) for \$45,800 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve the Customer Relationship Management (CRM) system for \$17,000 per year.

Josh Harris made a motion to approve the Customer Relationship Management (CRM) system for \$17,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve the Map Publisher Tool for \$6,000 per year.

Josh Harris made a motion to approve the Map Publisher Tool for \$6,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve the SimpleSupport 5 Plan for \$6,000 per year.

Josh Harris made a motion to approve the SimpleSupport 5 Plan for \$6,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve the User-Generated Content via Crowdriff function for \$12,000 per year.

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Josh Harris made a motion to approve the User-Generated Content via Crowdriff function for \$12,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve VisitApps for \$10,000 per year.

Josh Harris made a motion to approve VisitApps for \$10,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve AudioEye for \$12,000 per year.

Josh Harris made a motion to approve AudioEye for \$12,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve Search Engine Marketing (SEO) for \$24,000 per year.

Josh Harris made a motion to approve Search Engine Marketing (SEO) for \$24,000 per year. Second, by Linda Bowers. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to approve the Simpleview Digital Asset Management Tool (DAM) for \$7,188 per year.

Josh Harris made a motion to approve the Simpleview Digital Asset Management Tool (DAM) for \$7,188 per year. Second, by Linda Bowers. The motion passed 11-0.

Request for Statement of Qualifications (RSQ) from Advertising Agencies Review

Galloway reminded the Board that ten RSQs were received and then reviewed. Galloway provided an Advertising Agency RSQ Recap Sheet.

Following Board discussion, Berkley entertained a motion to move forward with The Brandon Agency and Starmark Advertising as the agencies that would present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record.

Josh Harris made a motion to move forward with The Brandon Agency and Starmark Advertising as the agencies that would present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record. Second, by Blaine Lansberry. The motion failed 0-11.

Following Board discussion, Berkley entertained a motion to have The Brandon Agency, The Zimmerman Agency, Paradise, Starmark Advertising, and Aqua Marketing & Communications present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record.

Blaine Lansberry made a motion to have The Brandon Agency, The Zimmerman Agency, Paradise, Starmark Advertising, and Aqua Marketing & Communications present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record. Second, by John Betros.

Before a vote was taken, Blaine Lansberry motioned to amend having The Brandon Agency, The Zimmerman Agency, Paradise, Starmark Advertising, and Aqua Marketing & Communications present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record. Second, by Samir Naran. The motion passed 11-0.

Following Board discussion, Berkley entertained a motion to have The Brandon Agency, The Zimmerman Agency, Starmark Advertising, and Aqua Marketing & Communications present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record.

Blaine Lansberry made a motion to have The Brandon Agency, The Zimmerman Agency, Starmark Advertising, and Aqua Marketing & Communications present at the May 18, 2022, HAAA Board meeting to be the new Agency of Record. Second, by John Betros. The motion passed 11-0.

Adoption of the 2022-25 Strategic Plan

Shelley Green with MMGY presented the revised 2022-25 Strategic Plan.

Following Board discussion, Berkley entertained a motion to approve the adoption of the 2022-25 Strategic Plan.

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Linda Bowers made a motion to approve the adoption of the 2022-25 Strategic Plan. Second, by Josh Harris. The motion passed 10-0.

GEICO Biketoberfest® Sponsorship

Galloway reviewed the terms and conditions of the Platinum Sponsorship with GEICO for Biketoberfest®. The sponsorship is from July 1, 2022, through June 30, 2025.

Following Board discussion, Berkley entertained a motion to approve the Platinum Sponsorship with GEICO for Biketoberfest®, running from July 1, 2022, through June 30, 2025.

Libby Gallant made a motion to approve the Platinum Sponsorship with GEICO for Biketoberfest®, running from July 1, 2022, through June 30, 2025. Second, by Jim Jaworski. The motion passed 10-0.

Department Updates

Communications

Campbell Baker presented the 2022-23 renewal agreement for Laurie Rowe Communications for \$30,000.

Following Board discussion, Berkley entertained a motion to approve the 2022-23 renewal agreement for Laurie Rowe Communications for \$30,000.

Libby Gallant made a motion to approve the 2022-23 renewal agreement for Laurie Rowe Communications for \$30,000. Second, by Blaine Lansberry. The motion passed 10-0.

Marketing Department

Galloway let the Board know that Easter Brunch meals are needed for upcoming blogs and eNewsletters, reviewed Google search results, and informed the Board that Vacation Guide requests from AAA offices are on the rise.

Group Sales

Linda McMahon reviewed the March 2022 Group Sales Activity Report. Also provided was an update on the upcoming Varsity cheerleading championship event (8,000 participants, 15,000 spectators), sales goals, and Digital Edge.

Reports of Officers

Finance & Human Resources

January 2022 Board Financial Packet

Chuck Grimes presented the January 2022 Financial Report.

New Business

Samir Naran informed the Board that SPARK, who submitted their RSQ, was well known for its work on branding. Campbell Baker asked the Board to submit any other companies they recommend for branding opportunities.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:37 pm.

Submitted by Jennifer Sims, Marketing Systems Manager