

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, May 15, 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., May 15, 2024. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, Ken Bots, Megan Butler, Jonny Magill, and Jim Jaworski. John Betros, Blaine Lansberry, and John Phillips attended via Zoom Video Conferencing Software. Samir Naran was absent.

Guests:

Lynn Flanders, Spencer Gibboney, Andy Jorishie, Amy Shackelford, Sebrina Slack, and Natalie Yablon. Hannah Brockman, Hana Dodds, and Drew Lewis attended via Zoom Video Conferencing Software.

Staff Present:

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

Public Participation

None

Board Member Participating and Voting Virtually

Androse Bell asked the Board for a motion to recognize that John Betros, Blaine Lansberry, and John Phillips could participate and vote virtually due to an extraordinary circumstance.

Motion by Jim Jaworski recognized that John Betros, Blaine Lansberry, and John Phillips would be participating and voting virtually due to an extraordinary circumstance. Second, by Jim Berkley. The motion passed 9-0.

2024/2025 HAAA Board Elections

Chair

Motion by Jim Berkley to nominate Androse Bell to remain Chair of the HAAA Board during 2024-2025. Second, by Jim Jaworski. The motion passed 9-0.

Vice-Chair

Motion by Jim Berkley to nominate Jim Jaworski for Vice-Chair of the HAAA Board during 2024-2025. Second, by Jonny Magill. The motion passed 9-0.

Secretary/Treasurer

Motion by Jim Berkley to nominate John Betros for Secretary/Treasurer of the HAAA Board during 2024-2025. Second, by Jim Jaworski. The motion passed 9-0.

Consent Agenda

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

Motion by John Phillips approve the Consent Agenda, item a-p. Second, by Ken Bots. The motion passed 9-0.

Executive Report

Lori Campbell Baker reported on a news report (Spectrum News 13) on the May 2024 Community Listening Session. Campbell Baker also noted that the 2023 Tourism Impact Figures were released at the National Travel and Tourism Week Breakfast.

Department Updates

Group Sales

Lori Campbell Baker presented the HAT Marketing agreement, running from July through September 2024, for \$17,500. Bell asked if the Board had any comments or questions on the HAT Marketing agreement, which runs from July through September 2024 for \$17,500. After Board discussion, he entertained a motion to approve.

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Motion by Jonny Magill to approve the HAT Marketing agreement, running from July through September 2024, for \$17,500. Second, by Jim Jaworski. The motion passed 9-0.

Communications

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, media interviews, community outreach, and listening sessions. Booth also noted that Mary McLeod Bethune was recently the subject of a Jeopardy question.

Marketing & Design

Kay Galloway on the recent three-day photo shoot with The Zimmerman Agency, the 2024 Visitors' Choice awards, the Partner Learning Session on May 14, 2024, and the upcoming Coffee & Connections on May 17, 2024, at Daytona Lagoon.

2024/2025 Budget Overview

Campbell Baker informed the HAAA Board that all Committees had met, reviewed, and discussed the 2024/2025 budget.

Standing Committees

Sports Committee

Sports Funding Application & Guidelines

Brandon Little reviewed the updated Sports Funding Application and Guidelines, which were recommended for approval by the Sports Advisory Committee.

Following Board discussion, Bell entertained a motion to approve the updated Sports Funding Application and Guidelines.

Motion by John Phillips to approve the updated Sports Funding Application and Guidelines. Second, by John Betros. The motion passed 9-0.

Little also informed the Board that Bill Boggs with Varsity (NCA/NDA College Nationals) will be retiring in 2025, and nominations are in for the Florida Sports Foundation Awards Banquet:

- Venue of the Year for a Midsize Market: Pictona at Holly Hill
- Event of the Year for a Midsize Market: NCA/NDA College Nationals
- MVP (Most Valuable Partner) – Juanita Epton (Lightnin') has won this award in its inaugural year.

Advertising Committee

The Zimmerman Agency

Consumer Marketing & Campaign Recap

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

2024/2025 Planning Strategy

Gibboney presented the planning strategy for 2024/2025. 20% of the budget will be allocated to Q1, 28% to Q2, 25% to Q3, and 27% to Q4 totaling \$8,190,000.

Reports of Officers

Finance & Human Resources

March 2024 Board Financial Packet

Chuck Grimes presented the March 2024 Financial Report.

New Business

None

Adjourn

Without further business or public participation, the meeting adjourned at 3:07 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager