

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)  
BUDGET WORKSHOP**

Wednesday, June 15, 2022 • 2:00 PM • Ocean Center – Room 103BC  
101 North Atlantic Avenue, Daytona Beach, FL 32118

The Halifax Area Advertising Authority Budget Workshop was called to order by Chair Androse Bell at 2:00 p.m., June 15, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Linda Bowers, Steve Farley, John Betros, Libby Gallant, and John Phillips. Jim Berkley and Josh Harris attended via Zoom Video Conferencing Software. Jim Jaworski, Blaine Lansberry, and Samir Naran were absent.

**Guests:**

Jim Abbott, John Booker, Laura Coleman, Suzanne Heddy, Karen Kuhn, Norm Pytel, and Amy Shackelford. Christie DeAntonio and Shelby Selner attended via Zoom Video Conferencing Software.

**Staff Present:**

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

**Public Participation**

None

**2022/2023 Budget Discussion**

**Official budget letter from the County**

Lori Campbell Baker reviewed the official budget letter from Volusia County. The estimated disbursement to Halifax Area Advertising Authority (HAAA) FY 2021-22 will be \$13,492,750 based on year-to-date and historical collections. For the upcoming FY 2022-23 budget, the anticipated disbursement for HAAA is \$13,939,270, and staff would like to carry an additional \$1.4 million over from FY 2021-22 revenues.

**Budget Discussion**

Board discussion included conducting a branding study with the new agency of record, The Zimmerman Agency, use of the contingency funds, sports and golf marketing, Also discussed were Group Sales initiatives, partnerships with Daytona Beach International Airport, and attracting events to the area.

Following the Budget discussion, the Board recommended the budget as presented move forward for approval at the July 20, 2022, HAAA Board meeting.

**2022/23 Marketing Plan**

Campbell Baker reviewed the 2022/2023 Marketing Plan. The Board had no suggestions for changes and complimented staff for their work on this project.

**Draft of GEICO 3-year Biketoberfest® Agreement**

Kay Galloway reviewed the 3-year Biketoberfest® Agreement that will be offered for Sponsorship to GEICO for July 1, 2022, through June 30, 2025. No changes were suggested.

**New Business**

Galloway introduced Amy Shackelford, Account Executive with The Zimmerman Agency. The Board was also shown the :60 Higher Household Income video.

**Adjourn**

There being no further business or public participation, the workshop adjourned at 3:12 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager