

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

Wednesday, July 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 Lori Campbell Baker at 2:03 p.m., July 17, 2024. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Jim Berkley, John Betros, Ken Bots, Jim Jaworski, Blaine Lansberry, Jonny Magill, Samir Naran, John Phillips, and Sandra Whittington-Boone. Megan Butler attended via Zoom Video Conferencing Software.

Guests:

Jim Abbott, Lynn Flanders, Johnny Flores, Spencer Gibboney, Suzanne Heddy, Amy Shackelford, Sebrina Slack, and Natalie Yablon. Hannah Brockman, Hildi Brooks, Mike Cornetet, Hana Dodds, Drew Lewis, Michelle Mariano, John Nicholas, Lori Spaulding, Laurel Stewart, and Brad Stofcheck attended via Zoom Video Conferencing Software.

Staff Present:

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

Public Participation

None

Board Member Participating and Voting Virtually

Jim Jaworski asked the Board for a motion to recognize that Megan Butler could participate and vote virtually due to an extraordinary circumstance.

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

Consent Agenda

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

Motion by John Betros to approve the Consent Agenda, items a-p. Second, by Jim Jaworski. The motion passed 11-0.

Executive Report

Lori Campbell Baker reported on the August 7, 2024, budget meeting with County Manager George Recktenwald and the August 20, 2024, County Council meeting, at which the 2024-25 budget will be voted on for approval.

Fiscal Year 2024/2025 Budget Approval

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Fiscal Year 2024/2025 Budget.

Motion by John Phillips to approve the Fiscal Year 2024/2025 Budget. Second, by John Betros. The motion passed 11-0.

Fiscal Year 2024/2025 Marketing Plan Approval

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Fiscal Year 2024/2025 Marketing Plan.

Motion by Sandra Whittington-Boone to approve the Fiscal Year 2024/2025 Marketing Plan. Second, by John Betros. The motion passed 11-0.

Standing Committees

Advertising Committee

Agreement Renewals

Kay Galloway presented and discussed each section of the October 1, 2024 – September 30, 2026, Simpleview, Inc. agreement.

Customer Relationship Management (CRM)

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Customer Relationship Management (CRM) for \$18,700 per year.

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

Wednesday, July 17, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

Motion by Blaine Lansberry to approve the Customer Relationship Management (CRM) for \$18,700 per year. Second, by John Phillips. The motion passed 11-0.

User-Generated Content via Crowdriff

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the User-Generated Content via Crowdriff function for \$13,200 per year.

Motion by Jonny Magill to approve the User-Generated Content via Crowdriff function for \$13,200 per year. Second, by Jim Berkley. The motion passed 11-0.

Call-to-Action: Crowdriff Add-On

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Call-to-Action: Crowdriff Add-On function for \$2,000 per year.

Motion by John Betros to approve the Call-to-Action: Crowdriff Add-On function for \$2,000 per year. Second, by Jim Jaworski. The motion passed 11-0.

AudioEye

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve AudioEye for \$13,200 per year.

Motion by John Betros to approve AudioEye for \$13,200 per year. Second, by Jonny Magill. The motion passed 11-0.

SimpleSupport 5 Plan

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the SimpleSupport 5 Plan for \$6,600 per year.

Motion by Sandra Whittington-Boone to approve the SimpleSupport 5 Plan for \$6,600 per year. Second, by Blaine Lansberry. The motion passed 11-0.

Content Management System License (CMS)

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Content Management System License (CMS) for \$53,130 per year.

Motion by Jim Berkley to approve the Content Management System License (CMS) for \$53,130 per year. Second, by Jim Jaworski. The motion passed 11-0.

Map Publisher Tool

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Map Publisher Tool for \$6,600 per year.

Motion by John Phillips to approve the Map Publisher Tool for \$6,600 per year. Second, by John Betros. The motion passed 11-0.

Visit Widget

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve Visit Widget for \$11,000 per year.

Motion by Jonny Magill to approve Visit Widget for \$11,000 per year. Second, by Sandra Whittington-Boone. The motion passed 11-0.

Simpleview Digital Asset Management Tool (DAM) via Cloudinary

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Simpleview Digital Asset Management Tool (DAM) via Cloudinary for \$12,000 per year.

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, July 17, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

Motion by John Betros to approve the Simpleview Digital Asset Management Tool (DAM) via Clouduinary for \$12,000 per year. Second, by Jim Berkley. The motion passed 11-0.

Pay-Per-Click (PPC)

Galloway presented the Board with the Pay-Per-Click (PPC) Cost Proposal from The Zimmerman Agency.

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve moving Pay-Per-Click (PPC) services to The Zimmerman Agency beginning October 1, 2024.

Motion by Jim Jaworski to approve moving Pay-Per-Click (PPC) services to The Zimmerman Agency beginning October 1, 2024. Second, by John Phillips. The motion passed 11-0.

Search Engine Optimization (SEO)

Galloway presented the Board with the Search Engine Optimization (SEO) Cost Proposal from The Zimmerman Agency.

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve moving Search Engine Optimization (SEO) services to The Zimmerman Agency beginning October 1, 2024.

Motion by Jonny Magill to approve moving Search Engine Optimization (SEO) services to The Zimmerman Agency beginning October 1, 2024. Second, by John Betros. The motion passed 11-0.

Advertising Committee

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Amy Shackelford showed the Board a preview of the photo shoot that took place earlier this year. Spencer Gibboney and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research.

Q1 & Q2 Media

Gibboney and Yablon presented the media strategy for 2024/2025. The Q1 spend totals \$1,580,000, and Q2 totals \$2,212,000, totaling \$3,792,000 for October 1, 2024, through March 31, 2025.

Bell asked if the Board had any comments or questions. After discussion, he entertained a motion to approve the media strategy for 2024/2025. The Q1 spend totals \$1,580,000 and Q2 totals \$2,212,000, totaling \$3,792,000 for October 1, 2024, through March 31, 2025.

Motion by Blaine Lansberry to approve the media strategy for 2024/2025. The Q1 spend totals \$1,580,000, and Q2 totals \$2,212,000, totaling \$3,792,000 for October 1, 2024, through March 31, 2025. Second, by Jonny Magill. The motion passed 11-0.

Biketoberfest® 2024

Sponsorship Opportunities

Galloway discussed sponsorship opportunities with Progressive Motorcycle Insurance, FDOT – Florida Motorcycle Safety Program, Daytona Beach Racing & Card Club, Alert Riders, and AMA & National Gypsy Tour. Two sponsors from 2023 would like to renew their sponsorship agreements: Dream Giveaway and Rue & Ziffra.

Bell asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve moving forward with sponsorship discussions for Biketoberfest® 2024 with Progressive Motorcycle Insurance, FDOT – Florida Motorcycle Safety Program, Daytona Beach Racing & Card Club, Alert Riders, AMA & National Gypsy Tour, Dream Giveaway and Rue & Ziffra.

Motion by John Phillips to approve moving forward with sponsorship discussions for Biketoberfest® 2024 with Progressive Motorcycle Insurance, FDOT – Florida Motorcycle Safety Program, Daytona Beach Racing & Card Club, Alert Riders, AMA & National Gypsy Tour, Dream Giveaway, and Rue & Ziffra. Second, by Jonny Magill. The motion passed 11-0.

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, July 17, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

Campaign Update

Gibboney and Yablon reviewed the media plan and spending for Biketoberfest® 2024.

Department Updates

Communications

Andrew Booth reported on recent and upcoming press releases, content creator visits, FAMs with Laurie Rowe, community outreach, speaking engagements, and listening sessions. Booth also showed recent Daytona Beach area-related Instagram posts.

Group Sales

Brenda Redmon reported on and showed Instagram posts from the recent Oparks FAM, upcoming tradeshow, and sales missions that the Group Sales department will be participating in. Redmon also reported that in June 2024, Sales Managers distributed 45 qualified leads and set 6 definite bookings. Redmon also informed the HAAA Board about the new Sales Manager, Shannon Pool.

Marketing & Design

Galloway reported on the recent Partner Survey, adding a full-time digital content creator, the upcoming Coffee & Connections on Friday, July 19th, at the Daytona Beach Racing & Card Club, and the Partner Learning Session on August 22nd. Galloway also noted that the Biketoberfest® Master Plan (for itinerant vending) will be presented to the City Commission on July 17, 2024, for approval. Connor Rand spoke on the new Fall Fine Dining Days program that will start around Labor Day and end right before Biketoberfest®.

Reports of Officers

Finance & Human Resources

May 2024 Board Financial Packet

Chuck Grimes presented the May 2024 Financial Report. Grimes noted that May 2024 was a good month, that June 2024 should also be a good month, and that the expenses are where they should be.

New Business

Campbell Baker introduced Lynn Flanders, the Ocean Center's general manager. Flanders spoke about an upcoming event that will take place at the Ocean Center on October 6, 2024: a free festival to celebrate Volusia County. Flanders also mentioned the possibility of having older Rock and Roll bands play at the Ocean Center during Daytona Beach Bike Week.

The Board was also given the 2025 Meeting and Workshop dates to review for voting at the September 2024 meeting.

Adjourn

Without further business or public participation, the meeting adjourned at 3:58 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager