

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

SPECIAL MEETING

Wednesday, September 4, 2024 • 9:00 AM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Halifax Area Advertising Authority Special Meeting was called to order by Jim Jaworski at 9:01 a.m., September 4, 2024. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, John Betros, Ken Bots, Megan Butler, Jim Jaworski, Jonny Magill, Samir Naran, John Phillips, and Sandra Whittington-Boone. Blaine Lansberry was absent.

Guests:

Jim Abbott, Alex Middleton, Cathie Rock, Kate Sark, Amy Shackelford, and Curtis Zimmerman. Spencer Gibboney, Drew Lewis, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

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

Public Participation

None

Airlift Support

Lori Campbell Baker updated the Board on the events that unfolded at the August 20, 2024 County Council meeting, in which Council requested additional dollars in the Airlift Support line item. The Board then discussed moving an additional \$250,000 from Fund Balance into Airlift Support - for a new total of \$400,000. Discussion also included the CVB and Airport teams strategizing on how to spend the money, ensuring tracking on Return on Investment (ROI.)

After discussion, Jaworski asked if the Board had any further comments or questions. Hearing none, he entertained a motion to approve moving an additional \$250,000 from Fund Balance, for a total of \$400,000 to be used toward Airlift Support.

Motion by John Betros to approve moving an additional \$250,000 from Fund Balance for a total of \$400,000 to be used towards Airlift Support. Second, by Jim Berkley. The motion passed 9-0.

New Business

Campbell Baker reminded the Board that the HAAA budget will be reconsidered at the September 17, 2024 County Council meeting, and that the regularly scheduled HAAA Board meeting will be on September 18, 2024.

Adjourn

Without further business or public participation, the meeting adjourned at 9:37 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager