

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

Wednesday, September 18, 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 Vice-Chair Jim Jaworski at 2:01 p.m., September 18, 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 attended via Zoom Video Conferencing Software.

Guests:

Russ Brancato, Cyrus Callum, Hana Dodds, Karen Feaster, Spencer Gibboney, Patrick Kelman, Andre Lapar, Josh Lieberman, Joanne Magley, Cassie Miller, James Richards, Cathie Rock, Kate Sark, Amy Shackelford, Sebrina Slack, Joseph St. Germain, and Natalie Yablon. Mae Bodine, Juanita Ariza, Ernst Flach, Jamie Fuller, Emily Lawrence, Drew Lewis, Victor Manjarres, John Nicholas, and Erin Oddleifson attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Brenda Redmon, Brian Bentley, Natasha Hardie, Brandon Little, Shannon Pool, Connor Rand, and Jennifer Sims. Tangela Boyd and Rashanda Denson 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 Blaine Lansberry could participate and vote virtually due to an extraordinary circumstance.

Motion by John Betros recognized that Blaine Lansberry would be participating and voting virtually due to an extraordinary circumstance. Second, by John Phillips. The motion passed 7-0.

Consent Agenda

Jaworski asked if the Board had any comments or questions. Lori Campbell Baker pulled Consent Agenda Item M (Daytona Beach International Airport Update) as airport staff was in attendance to present their report. Jaworski then entertained a motion to approve the Consent Agenda, items a-l.

Motion by John Phillips to approve the Consent Agenda, items a-l. Second, by John Betros. The motion passed 8-0.

Joanne Magley, Cyrus Callum, and Karen Feaster from Daytona Beach International Airport presented their update to the HAAA Board; this included information on new Avelo and Breeze Airways air service to the area.

Executive Report

Lori Campbell Baker reported on the September 17, 2024 Volusia County Council meeting in which the revised 2024-25 HAAA budget was voted upon. She read the Council’s “pre-condition” addendum to the budget which specified that HAAA include \$400,000 in Airlift Support for advertising by air carriers, to be reimbursed quarterly based on requests provided by the Airport.

Department Updates

Communications

Andrew Booth reported on the Fall Fine Dining program (September 2-October 13), recent and upcoming press releases, familiarization tours (FAMs), community outreach, speaking engagements, and listening sessions. Booth also gave updates on attractions and events in the area and let the Board know that the CVB won a Flagler Award from VISIT FLORIDA for a radio spot that aired in New York.

Group Sales

Brenda Redmon presented and discussed four agreements: Digital Edge, Cvent, HelmsBriscoe, and Canadian Representation.

Digital Edge Agreement

Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Digital Edge Agreement for one year at \$200,000.

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Motion by Jonny Magill to approve the Digital Edge Agreement for one year at \$200,000. Second, by Jim Berkley. The motion passed 10-0.

Cvent Agreement

Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Cvent Agreement for one year at \$39,599.50.

Motion by John Phillips to approve the Cvent Agreement for one year at \$39,599.50. Second, by John Betros. The motion passed 10-0.

HelmsBriscoe Agreement

Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the HelmsBriscoe Agreement for one year at \$36,750.

Motion by John Phillips to approve the HelmsBriscoe Agreement for one year at \$36,750. Second, by Sandra Whittington-Boone. The motion passed 10-0.

Canadian Representation

Redmon informed the Board that the Tour & Travel Committee recommended VOX International to represent the Daytona Beach Area CVB in Canada. Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve hiring VOX International to represent the Daytona Beach Area CVB in Canada for one year at \$60,000.

Motion by John Betros to approve hiring VOX International to represent the Daytona Beach Area CVB in Canada for one year at \$60,000. Second, by John Phillips. The motion passed 10-0.

Marketing & Design

Kay Galloway reported on Fall Fine Dining, Tourism Partner Day (October 4, 2024), and the upcoming Coffee & Connections (September 20, 2024) at Mulligan's Lagoon Pizza Pub & Putt. Galloway also reminded the Board to add their properties' Deals to the website for an upcoming promotion in November that is centered around Veterans and Service Members.

Galloway presented and discussed two agreements: Zartico Service Agreement and the Zartico Lodging Agreement.

Zartico Service Agreement

Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Zartico Service Agreement for one year at \$58,500.

Motion by Jim Berkley to approve the Zartico Service Agreement for one year at \$58,500. Second, by John Phillips. The motion passed 10-0.

Zartico Lodging Agreement

Jaworski asked if the Board had any comments or questions. Hearing none, he entertained a motion to approve the Zartico Lodging Agreement for one year at \$35,000.

Motion by John Phillips to approve the Zartico Lodging Agreement for one year at \$35,000. Second, by Jonny Magill. The motion passed 10-0.

Downs & St. Germain Research

Joseph St. Germain presented the April through June 2024 Visitor Profile and Economic Impact Report. Interviews were completed in person with 635 visitors at local hotels, the Daytona Beach International Airport, public areas, downtown, and at special events.

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Standing Committees

Sports Committee

Sports Event Funding

CLASH Daytona

Brandon Little, Cassie Miller, and Andre Lapar presented the \$25,000 funding request for CLASH Daytona to be held at Daytona International Speedway and ONE DAYTONA December 6-8, 2024. The funding will be used for event marketing.

Jaworski asked if the Board had any comments or questions on the \$25,000 event funding request for CLASH Daytona. After Board discussion, he entertained a motion to approve.

Motion by Samir Naran to approve the \$25,000 event funding request for CLASH Daytona. Second, by John Phillips. The motion passed 7-1. John Betros opposed. Megan Butler and Jonny Magill recused themselves from the vote.

Advertising Committee

Tourism Event Funding

Daytona Turkey Run

James Richards presented a recap of the 2024 spring event and the marketing plan for the fall event.

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Spencer Gibboney, Amy Shackelford, and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research.

Reports of Officers

Finance & Human Resources

July 2024 Board Financial Packet

Chuck Grimes presented the July 2024 Financial Report. Grimes noted that the CVB is in a good financial position and that expenses are within budget parameters.

New Business

Campbell Baker introduced Kate Sark from the Ocean Center. Sark spoke about Celebrate Volusia, a community awareness event that will take place at the Ocean Center on October 6, 2024. The event is free and includes a concert by Pablo Cruz.

Adjourn

Without further business or public participation, the meeting adjourned at 3:21 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager