

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

Wednesday, November 16, 2022 • 2:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

The Halifax Area Advertising Authority meeting was called to order by Vice-Chair Linda Bowers at 2:00 pm, November 16, 2022. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Linda Bowers, Steve Farley, Libby Gallant, Josh Harris, Jim Jaworski, Blaine Lansberry, and John Phillips. Androse Bell and Samir Naran were absent. John Betros attended via Zoom Video Conferencing Software.

**Guests:**

Jeff Brown, Laura Coleman, Lyndsey Gilreath, Suzanne Heddy, Andre Lapar, Norm Pytel, Amy Shackelford, and Curtis Zimmerman. Patrick Briody and Evelyn Fine attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Chuck Grimes, Andrew Booth, Kay Galloway, Jennifer Sims, Connor Rand, and Sharon Harlow. Nancy Kendrick, Steven Pike, Amber White and Brandon Little attended via Zoom Video Conferencing Software.

**Board Member Participating and Voting Virtually**

Linda Bowers asked the Board for a motion to recognize that John Betros was participating and voting virtually due to an extraordinary circumstance.

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Motion by Jim Berkley recognized that John Betros would be participating and voting virtually due to an extraordinary circumstance. Second, by Steve Farley. The motion passed 8-0.

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**Public Participation**

Suzanne Heddy came before the HAAA Board to discuss the new a historic marker for iconic African American baseball players at Cypress Street Park and the updated History of Racing brochure.

**Consent Agenda**

Bowers asked if the Board had any comments or questions on the Consent Agenda, items a-m. After Board discussion, she entertained a motion to approve.

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Motion by John Betros to approve the Consent Agenda, items a-m. Second, by John Phillips. The motion passed 9-0.

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**Executive Update**

Lori Campbell Baker presented the Executive Report. The report covered revenues for September 2022, and how the CVB has been handling the effects of Hurricane Nicole.

**Department Update  
Communications**

Andrew Booth reported on the recent Golf Familiarization trip (FAM) with Kingfish Communications, the Travel Media Meetup, the CVB's ongoing Community Listening Sessions, upcoming speaking engagements, and press releases.

Booth presented and discussed the \$15,000 Resident Sentiment Study proposed by MMGY as part of the CVB's Strategic Plan.

Bowers asked if the Board had any comments or questions on the Resident Sentiment Study. After Board discussion, she entertained a motion to approve.

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Motion by Blaine Lansberry to approve the \$15,000 Resident Sentiment Study by MMGY. Second, by Jim Jaworski. The motion passed 9-0.

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**Group Sales**

Campbell Baker presented the January – March 2023 HAT Marketing Agreement for \$17,500.

Bowers asked if the Board had any comments or questions on the January – March 2023 HAT Marketing Agreement for \$17,500. After Board discussion, she entertained a motion to approve.

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Motion by Blaine Lansberry to approve the January – March 2023 HAT Marketing Agreement for \$17,500. Second, by Steve Farley. The motion passed 9-0.

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### Marketing

Kay Galloway informed the Board that it was time to create a new Destination Guide (formerly called the Vacation Guide) and presented the quotes received from vendors.

After reviewing the information Bowers asked if the Board had any comments or questions on using EdgeSet Marketing for the production of the Destination Guide. After Board discussion, she entertained a motion to approve.

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Motion by Steve Farley to approve using EdgeSet Marketing for the production of the Destination Guide. Second, by Josh Harris. The motion passed 9-0.

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### Standing Committees

#### Advertising Committee

##### Tourism Event Funding

##### Savannah Bananas

Patrick Briody presented the \$15,000 tourism event funding request for the 2023 Banana Ball World Tour. Funding will go towards marketing the event.

Bowers asked if the Board had any comments or questions the \$15,000 funding request for the Savannah Bananas. After Board discussion, she entertained a motion to approve.

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Josh Harris motioned to approve the \$15,000 funding request for the Savannah Bananas. Second, by John Phillips. The motion passed 8-0. Jim Jaworski recused himself due to a conflict of interest.

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##### Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance

Andre Lapar and Lyndsey Gilreath presented the \$15,000 tourism event funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance. The \$15,000 funding request will go towards event marketing, social media, and video magazine marketing.

Bowers asked if the Board had any comments or questions on the \$15,000 funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance. After Board discussion, she entertained a motion to approve.

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Josh Harris motioned to approve the \$15,000 tourism event funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance. Second, by Steve Farley. The motion passed 9-0.

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### The Zimmerman Agency

#### Updates

Curtis Zimmerman and Amy Shackelford reviewed the "Beach On" campaign and the changes they are putting in place within the campaign due to the recent storm. Galloway reviewed how the CVB and media partners are helping partners after the storm.

### Reports of Officers

#### Finance & Human Resources

##### September 2022 Board Financial Packet

Chuck Grimes presented the September 2022 Financial Report.

### Office Space Discussion

Campbell Baker reviewed the options for the new office space, due to the Chamber renovating its building and reducing the CVB's available footprint. She recommended office space at Oceanside Executive Center, 140 South Atlantic Avenue in Ormond Beach. This space has a Boardroom that could host HAAA and CVB Committee meetings, work space for all CVB employees and storage space. The annual rent is estimated at \$96,000.

Bowers asked if the Board had any comments or questions on moving forward with the office space located at 140 South Atlantic Avenue in Ormond Beach. After Board discussion, she entertained a motion to approve.

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Jim Berkley motioned to approve moving forward with negotiating a lease for office space located at 140 South Atlantic Avenue in Ormond Beach. Second, by Steve Farley. The motion passed 8-0.

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### **Sunshine Law Presentation**

Laura Coleman presented and answered questions regarding the 2022 Florida's Government in the Sunshine and Public Records Law presentation.

### **New Business**

None

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 3:11 pm.

Submitted by Jennifer Sims, Marketing Systems Manager