

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

Wednesday, March 18, 2020 • 2:00 PM • Ocean Center,
101 N. Atlantic Avenue, Daytona Beach, FL 32114, Room 103

The regular meeting of the Halifax Area Advertising Authority was called to order by the Chair Linda Bowers at 2:00 p.m., March 18, 2020. The secretary/treasurer (Androse Bell) attended via phone. Attendance was taken by Christy Zimmerman and the following members were present: Jim Berkley, John Betros, John Phillips, Josh Harris, Libby Gallant, Linda Bowers, Robert Burnetti, Samir Naran, Steve Farley - and Blaine Lansberry via phone.

Guests:

Jim Abbott, Bob Davis, Andy Kovan, Shelby Selner, Laura Coleman, Patrick Blankenship, Tim Buckley, Suzanne Heddy, Barbara Brown, John Cameron and Dino Paspalakis – as well as Christie DeAntonio and Evelyn Fine via phone.

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Linda McMahon, Kate Holcomb, Christy Zimmerman, Jennifer Sims and Tabitha Nanney

Consent Agenda

Linda Bowers asked if the Board or the public had any comments or questions on the Consent Agenda, items a-g. Hearing none, she entertained a motion to approve Consent Agenda items a-g.

Motion by John Betros to approve Consent Agenda items a-g. Second by Jim Berkley. The motion passed 11-0.

Reports of Officers

Secretary/Treasurer Androse Bell

Finance & Human Resources

January 2020 Board Financial Packet

Chuck Grimes presented the January Financial Report. Bowers asked for any questions or comments, and hearing none stated that the financial report would be filed for audit.

Standing Committees

Advertising Committee

The Brandon Agency

Andy Kovan and Shelby Selner presented the advertising updates.

Advertising Update

The Brandon Agency discussed canceling the third quarter advertising schedule, which needed to be revised due to COVID-19. Following Board discussion, Linda Bowers asked if the public had any comments or questions. Hearing none, she entertained a motion.

Motion by Jim Berkley to cancel the original third quarter approved Media Plan spend of \$1,241,038. Second by John Betros. Motion passed 11-0.

Advertising Strategy – Immediate Response Plan

The Brandon Agency recommended a revised Awareness Campaign at a level of \$132,197.

Following Board discussion, Linda Bowers asked if the public had any comments or questions. Hearing none, she entertained a motion.

Motion by Josh Harris approved the Awareness Campaign Media Plan spend of \$132,197. Second by John Betros. Motion passed 11-0.

Resuming Advertising – Relaunch Plan

The Brandon Agency recommended a three-phase relaunch, to be implemented when timing is appropriate.

Following Board discussion, Bowers asked if the public had any comments or questions. Hearing none, she entertained a motion.

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Motion by Josh Harris to give the CVB Staff, working with The Brandon Agency, along with the Board Chair in an advisory capacity, the autonomy to implement Phase 1 of the Relaunch Plan using best professional judgement of when it would be prudent to implement this plan to spend no more than \$223,902. Second by John Betros. Motion passed 11-0.

New Creative Concept

The Board agreed to move this vote to a later meeting. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion.

Motion by John Betros to move the vote on the new creative concept to a later meeting. Second by Jim Berkley. Motion passed 11-0.

Conversion Studies

Steve Farley reported that the Advertising Committee recommended doing the first two conversion studies proposed. Mid-Florida Marketing offered to do an additional consumer survey at no charge.

The Board discussed reviewing the finances and moving the paid studies to a later meeting. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion.

Motion by Libby Gallant to do the volunteer study and to move the vote on paid studies to a later meeting. Second by Steve Farley. Motion passed 11-0.

Tourism Event Funding

The City of Daytona Beach Summer Entertainment Series

Steve Farley reported that the Advertising Committee recommended \$5,000 in funding for The City of Daytona Beach Summer Entertainment Series. At that time, the concert series is still scheduled, and event funding would be contingent on the event taking place. After Board discussion, Bowers asked if the public had any comments or questions. Hearing none, she entertained a motion.

Motion by Steve Farley to approve \$5,000 in funding, for The City of Daytona Beach Summer Entertainment Series - contingent upon the event occurring. Second by Josh Harris. Motion passed 11-0.

Friends of the Bandshell 2020

Kay Galloway reminded the Board that \$15,000 of event marketing for Friends of the Bandshell was previously approved as part of the annual budget. Dino Paspalakis reported that the summer concert series is currently still scheduled.

Human Resources

Grimes reported that, due to the circumstances, the AUE Staffing team opted not to attend the Board meeting.

Meetings & Convention, Sports, and Tour & Travel

Linda McMahon reported that the CVB and the Ocean Center are currently tracking lost business and that many groups are rescheduling for this Fall and in 2021. McMahon reported on two informational workshops the CVB held recently for partners.

Arts, Culture & Heritage Tourism

Kate Holcomb reported that the Arts, Culture and Heritage Tourism Committee met on February 6, 2020 at the CVB to review content and provide valuable feedback.

**Department Updates
Communications**

Holcomb reported on her ongoing efforts with COVID-19 virus communications. The CVB site now has a COVID-19 Alert to assist visitors in planning, as well as a strategic media plan that mirrors Phase One of The Brandon Agency plan.

Marketing & Design

Galloway reported on current cost-saving strategies and the CVB's Vacation Guide publication.

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Partner Updates

Mid-Florida Marketing & Research, Inc.

Evelyn Fine reported on the Visitors Profile and survey projects.

Unfinished Business

Key Performance Indicators

Campbell Baker reported on KPIs assigned to the agency. Jim Berkley added that KPIs are not where our current focus should be, and that the Board should be allowing the agency to focus on normalizing this market.

Advertising Agency of Record Contract

Steve Farley noted that the Ad Committee felt that The Brandon Agency has met their KPIs and the RFP process was an expensive one. Following Board discussion, Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion.

Motion by Steve Farley to approve The Brandon Agency contract for one more year. Second by Jim Berkley. Motion passed 8-3, with Burnetti, Betros and Gallant opposed.

Research Contract

Farley reported that the Ad Committee recommended with a vote of 6-2 that the Mid-Florida Marketing & Research go out for RFP. After Board discussion, Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion.

Motion by John Betros to approve Mid-Florida Marketing & Research contract for one more year. Second by Steve Farley. Motion passed 10-1, with Burnetti opposed.

New Business

John Betros asked CVB staff for an Action Plan as to what the organization is planning, to reduce operational expenses.

Public Participation

None

Adjourn

There being no further business or public participation the meeting was adjourned at 4:15 p.m.

Submitted by Christy Zimmerman, Executive Assistant



HAAA Board Meeting March 18, 2020

- Completed additions/changes
 - Geotargeted Disney and Universal Parks and Resorts (3/13 - 3/15) to capture visitors who had nowhere to go once they closed
 - Scaled back all digital to target drive markets only - Orlando, Tampa/St. Petersburg, Jacksonville, Miami/Ft. Lauderdale, Atlanta and Charlotte
 - Canceled Paid Social Influencer Marketing Campaign
 - Canceled Visit Florida AAA Living South (determined by Visit Florida)
- Media on hold/paused
 - Broadcast TV for Chicago and Charlotte upcoming flights
 - Streaming Digital Radio
 - Orlando Sentinel Destination Sponsorship & Travel Co-op Pages
 - WESH 2 News Spring Getaway Contest
 - AJC.com Native Article
- Upcoming cancellations
 - Broadcast TV, Cable, Radio for Orlando, Tampa/St. Petersburg, Jacksonville and Atlanta - 3/27 cancellation notice for the 4/13 flights
 - Digital Media Placements - 48 hours cancellation notice
 - Paid Social Media Placements - 24 hours cancellation notice

Recommendations for Immediate Response

- Reduce all media placements down to video messaging focused on a virtual vacation with beach and scenic imagery targeting Florida markets (Orlando, Tampa/St. Petersburg, Jacksonville) and Atlanta with the following placements and amounts:

	April	May	June
Social Video	\$5,000	\$5,000	\$5,000
Conversant OTT	\$8,400	\$8,400	\$8,400
SpotX OTT	\$17,000	\$41,665	\$33,332
Est Monthly Total	\$30,400	\$55,065	\$46,732
		Total Digital Quarterly Cost*	\$132,197

*Original 3rd Qtr approved spend \$1,241,038

We recommend a three phase re-launch of the media plan. Note: Monitor tax collections closely, seasonality, and adjust spend levels to align with tax revenue:

Phase 1 - When it's reported safe to travel again

Target - Drive market media in Florida markets (Orlando, Tampa/St. Petersburg, Miami/Ft. Lauderdale, Jacksonville), Atlanta and Charlotte

- Restart all digital media placements back into the mix, including all paid social media ad types.

Estimated Week 1-4 Spend - \$223,902

Phase 2 - Weeks 5-10

Target - Drive markets (Orlando, Tampa/St. Petersburg, Miami/Ft. Lauderdale, Jacksonville, Atlanta and Charlotte) and flight markets of Chicago, New York City, Houston and Toronto

- Add in Broadcast TV and Cable in Orlando, Tampa, Jacksonville, Atlanta
- Add in Broadcast Radio in Orlando, Tampa and Jacksonville
- Relaunch WESH-TV Contest Promotion
- Relaunch Orlando Sentinel Travel Destination Package

Estimated Week 5-10 Spend - \$223,902 - \$530,115

Phase 3 - Weeks 11-14

Target - Drive markets (Orlando, Tampa/St. Petersburg, Miami/Ft. Lauderdale, Jacksonville, Atlanta and Charlotte) and flight markets of Chicago, New York City, Houston and Toronto

- Add Chicago, New York City, Houston and Toronto back into the digital media targeting
- Add in Digital Radio in Atlanta, Charlotte, Chicago, New York City and Houston

Estimated Week 11-14 Spend - \$223,902 - \$300,000

- **Today we need:**
 - **Approval to engage the Immediate Response Plan (pending media vendor cancellation policies)**
 - **Approval of Relaunch Three Phase Plan**
 - **The Brandon Agency & CVB staff will decide creative messaging, markets, media types and spend levels.**
 - **CVB will provide weekly campaign updates.**