

HALIFAX AREA ADVERTISING AUTHORITY

Budget Workshop

The Shores Resort & Spa, 2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118

June 19, 2018 at 2:00 p.m.

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present: Jim Berkley, John Betros, Linda Bowers, Kelly Dispennette, Steve Farley, Libby Gallant, Kevin Hines, Blaine Lansberry, Samir Naran and John Phillips

Board Members Absent:

Lisa Shavatt

Guests: Jim Abbott, Kevin Brett, Jay Cassens, Shelby Greene, Bud Hanson, Andy Kovan and Norm Pyter

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Jane Holland, Linda McMahon and Jennifer Sims

CALL TO ORDER

Chair Libby Gallant called the meeting to order at 2:00 p.m. Attendance was taken by Jennifer Sims.

1. HAT Marketing – UK initiatives update

Kevin Brett gave a brief update on HAT Marketing's UK initiatives on behalf of Daytona Beach.

2. 2018/19 Budget Discussion

Campbell Baker stated that the CVB is planning for a budget of approximately \$9 million in FY 2018-19.

- **Administrative** – This line item in the budget has been increased. AUE Staffing costs are the main reason for the increase, and an increase in insurance could be close to 9%.
- **Advertising Agency** – This line item in the budget has been decreased, since we will not need new creative. The Brandon Agency should be presenting their proposal for advertising spend at the July HAAA Board meeting.
- **Tourism Events** – This line item in the budget has been increased. Galloway stated that the CVB is getting more requests for event funding for the upcoming year.
- **Digital Services** – There is no change in the budget for this line item. Galloway stated that her department has been speaking with Simpleview to update and refresh the website to enhance the consumer experience and reflect the marketing campaign.
- **Meetings & Conventions** – Campbell Baker said this budget reflects all the business this department's staff is bringing to the area. Chair Gallant sat in on the Meetings & Conventions budget workshop and stated the staff and committee worked well on their budget. Within this budget the department is hosting four industry shows; Florida Huddle, Outdoor Writers Association of America, Southeast Tourism Society and US Sports Congress.
- **Travel Industry Sales** – This line item has been increased. Leda Beever meets with many partners in the Orlando area. McMahon explained Call Center Training to the board. It is an online training module for travel agents; it also includes training in the actual travel agency office.
- **Communications** – This line item has been decreased. Holcomb stated that the department has found ways to get the message out for less, including working with more social media influencers. Also included in the Communications budget is the Arts, Culture and Heritage Tourism committee. Its budget was increased since it now includes the printing of the Cultural Guide and the Share the Heritage brochure.

a) Official Budget Letter from the County

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Campbell Baker reviewed the official budget letter from Volusia County. For the upcoming FY 2018-19 budget, the anticipated disbursement to HAAA is \$8,930,671.

b) Ocean Center Promotional Fund Invoice

An estimate of \$235,000 was built into the 2017-18 budget, and the actual invoice came in at slightly more. Even though this was built into the budget it will still need to be approved at the July 2018 HAAA Board meeting. Copies of Event Impact Summaries are included in the packets for related events including Florida Charter Schools 2016, Fire Rescue East, Region 8 Men Gymnastics, Florida Trucking Championship, National Reptile Breeders Expo and National Cheerleading Association 2017.

c) Sunwing Airlines Marketing Proposal

Daytona Beach International Airport's Jay Cassens presented the marketing proposal from Sunwing and answered questions from the Board. Cassens stated that having Sunwing at the airport would be great for the destination and that the area hasn't had international service in 20 years.

Cassens discussed the basic parameters for Sunwing, including proposed February through June 2019 flights. If they do well, service would be extended. Cassens said that Sunwing is excited to come to the area and would like to stay for a long time.

Campbell Baker said that the initial budget draft includes \$100,000 for Airlift Support, and that the Sunwing proposal can be seen as ala carte. The airport is offering strong incentives, and both Visit Florida and Brand USA have programs to match money invested.

Dispennette would like The Brandon Agency to go over the co-op opportunities from Sunwing and make recommendations.

Naran wanted to know the parameters for JetBlue when they first came to the area. Cassens stated that JetBlue signed on for 12 months of service with one flight a day. JetBlue is a 60/40 split, 40% going to New York and 60% coming to Florida. Sunwing is 100% tourist based; most of these travelers will not have had access to this area before.

Bowers said that having Sunwing could be a turning point for the Daytona Beach area.

3. 2018/19 Marketing Plan

Campbell Baker said that the 2018/19 Marketing Plan is similar in many ways to the 2017/18 Marketing Plan because the various initiatives are getting positive results. Gallant pointed out a few of the reports provided by Mid-Florida Marketing and Research, including a First Time Visitors Report, ADR/OCC Reports and Monthly Profiles. They will also be doing Focus Groups. The CVB has been looking at doing Focus Groups in Texas and Toronto. Staff will sit down with Evelyn Fine at Mid-Florida Marketing & Research and The Brandon Agency to discuss what destinations would be best for the area.

Philips wanted to know if the CVB had staff that stays in front of -- and responds quickly to -- social media. Holcomb stated that staff is very responsive and The Brandon Agency keeps an eye out as well.

Berkley requested stats from The Brandon Agency on website traffic for the time period of June 14 -- June 19, 2018. He would like to know if traffic is up given that Daytona Beach has been in the news a lot. Shelby Greene with The Brandon Agency was able to pull the numbers during the meeting; organic search for Daytona Beach is up 7%.

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4. Unfinished Business

None

5. New Business

None

6. Public Participation

None

Gallant thanked all for attending and adjourned the meeting.

THE MEETING WAS ADJOURNED AT 3:04 p.m.

**Respectfully submitted,
Jennifer Sims
Marketing Systems Manager**