AGENDA

1. Call to Order  Steve Farley
2. Roll Call  Steve Farley
3. Public Participation

4. » Consent Agenda  Steve Farley
   a) Approval of November 9, 2021, Meeting Minutes
   b) Approval of December 7, 2021, Workshop Minutes
   c) Simpleview Analytics for DaytonaBeach.com
   d) The Brandon Agency End of Month Reports
   e) CVB Media Coverage Report November – December 2021

5. Executive Report – Lori Campbell Baker  Steve Farley

6. Tourism Events  Steve Farley
   a) » Jeep Beach – Charlene Greer

7. The Brandon Agency  Steve Farley
   a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
      1. » April – June 2022 Media Placements
      2. » Additional Media Opportunity

8. Quarterly Visitor Profile July – September 2021  Evelyn Fine  Steve Farley


10. Department Updates  Kay Galloway
    a) Marketing & Design
    b) Communications/PR – Kate Holcomb
    c) Group Sales – Linda McMahon

11. New Business  Steve Farley

12. Adjourn  Steve Farley

UPCOMING MEETING DATES:
   February 8, 2022, at 3:00 PM – Workshop
   March 8, 2022, at 3:00 PM – Meeting
   Workshop & Meeting Location: TBD

» Requires Public Participation time prior to vote
* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority’s (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee’s designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:
- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.