

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 19, 2022 • 2:00 PM • The Shores Resort & Spa
2637 South Atlantic Avenue, Daytona Beach Shores, FL 32118 Room: The Atlantic (roof level)

AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **Public Participation** Jim Berkley
4. **»* Consent Agenda** Jim Berkley
 - a) Approval of the November 17, 2021, Meeting Minutes
 - b) Approval of the December 15, 2021, Workshop Minutes
 - c) December 2021 Executive Update
 - d) November 2021 County Bed Tax Collection Report
 - e) CVB Media Coverage Report November – December 2021
 - f) Simpleview Analytics for DaytonaBeach.com
 - g) FSAE Annual Conference Sponsorship 2022
 - h) Advisory Committee Appointment
 - i) Policies & Procedures Update
 - j) Simpleview Presentation (presented at December M&C Workshop)
5. **Executive Report – Lori Campbell Baker** Jim Berkley
6. **»* \$1M Activation of Additional CDT Funds Collected – Lori Campbell Baker** Jim Berkley
7. **Standing Committees**
 - a) **Advertising Committee** Josh Harris
 1. **The Brandon Agency** – Christie DeAntonio, Andy Kovan & Shelby Selner
 - a. »* 2021-2022 Consumer Marketing & Campaign Recap
 2. »* **Request for Statement of Qualifications (RFQ) Document and Timeline**
 3. **Tourism Event Funding**
 - a. »* Jeep Beach – Charlene Greer
 - b) **HR Committee** Samir Naran
 1. »* **Executive Director Review**
 - c) **Meetings & Conventions Committee** Jim Berkley
 1. »* **Digital Edge Marketing** – Mya Surrency
 8. **Department Updates** Jim Berkley
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahan
 1. »* HAT Marketing April – June 2022 Agreement
 2. HAT Marketing Updates
 9. **Reports of Officers**
 - a) **Secretary/Treasurer** Steve Farley
 1. **Finance – Chuck Grimes**
 - a. November 2021 Board Financial Packet
 - b. FY 2020-2021 Audit Report – Zach Chalifour with James Moore & Co.
 10. **Quarterly Visitor Profile July – September 2021** Jim Berkley
 11. **Partner Updates** Jim Berkley
 - a) **Daytona Beach International Airport**
 - b) **Ocean Center**
 12. **New Business** Jim Berkley
 13. **Adjourn** Jim Berkley

UPCOMING DATES:

February 9, 2022, at 2:00 pm – Strategic Planning Workshop
Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Ballroom C
March 23, 2022, at 2:00 pm - Meeting
Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103ABC

» Requires Public Participation time prior to vote

* Indicates action items requiring HAAA Board approval

MISSION STATEMENT: The mission of HAAA is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.

County Ordinance 2007-19 (pertaining to HAAA members): "The failure of a member to attend two meetings during any year ending on December 31, regardless of reason, automatically creates a vacancy immediately following the second absence."