

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 20, 2021 • 2:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103ABC

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 18, 2020 Minutes
 - b) December 2020 Executive Update
 - c) November 2020 County Bed Tax Collection Report
 - d) Simpleview Analytics for DaytonaBeach.com
 - e) The Brandon Agency December 2020 Reporting Data
 - f) Mid-Florida Marketing Research, Inc 2020 Data
 - g) HAAA Committee Reappointments
 - h) Policies & Procedures Changes
 - i) Daytona Beach International Airport Update
 - j) Ocean Center Update
 - k) 2020 Symetra Classic Recap

5. **Executive Report – Lori Campbell Baker** **Jim Berkley**

6. **Department Updates** **Jim Berkley**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahon

7. **Reports of Officers**
 - a) **Secretary/Treasurer** **Steve Farley**
 1. **Finance – Chuck Grimes**
 - a. November 2020 Board Financial Packet
 - b. FY 2019-2020 Audit Report – Zach Chalifour with James Moore & Co.

8. **Standing Committees**
 - a) **Advertising Committee** **Steve Farley**
 1. **The Brandon Agency** – Christie DeAntonio, Andy Kovan & Shelby Selner
 - a. »* 2020-2021 Consumer Marketing & Campaign Recap
 2. **»* The Brandon Agency Contract**
 3. **Tourism Event Funding**
 - a. »* P1 AquaX Grand Prix of the Sea – Michelle Petro
 - b. »* 2021 Official Bike Week Funding

 - b) **HR Committee**
 1. **»* Executive Director Review** **Samir Naran**

9. **New Business** **Jim Berkley**

10. **Adjourn** **Jim Berkley**

UPCOMING DATES:

February 17, 2021, at 2:00 pm – Possible Workshop – Location: TBD

March 17, 2021, at 2:00 pm - Meeting

Location: Daytona Beach Resort, 2700 North Atlantic Avenue, Daytona Beach, FL 32118

» 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."