The Halifax Area Advertising Authority workshop was called to order by Vice-Chair Androse Bell at 2:00 pm, February 9, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Linda Bowers, Steve Farley, Jim Jaworski, Blaine Lansberry, and John Phillips. Jim Berkley, John Betros, Josh Harris, and Samir Naran were absent.

**Guests:**

**Staff Present:**

**Public Participation**
None

**The Brandon Agency Update**
Andy Kovan, Shelby Selner, and Christie DeAntonio presented two concepts for the updated campaign/media recommendations for the Rising Household Income Traveler.

**HAAA Strategic Planning Session with MMGY**
Shelley Green with MMGY presented the Strategic Plan. The plan covered the Vision Statement, Mission, Goals, Initiatives, and Targets. The areas included are Sales and Marketing, Destination Management, Destination Alignment, and Effective Organization.

**New Business**
None

**Adjourn**
There being no further business or public participation, the meeting adjourned at 4:18 pm.

Submitted by Jennifer Sims, Marketing Systems Manager