AGENDA

1. Call to Order
   Jim Berkley

2. Roll Call
   Jim Berkley

3. Public Participation
   Jim Berkley

4. The Brandon Agency Update
   Jim Berkley
   - Andy Kovan, Shelby Sehner, Christie DeAntonio

5. HAAA Strategic Planning Session with MMGY
   Lori Campbell Baker
   - Shelly Green

6. New Business
   Jim Berkley

7. Adjourn
   Jim Berkley

UPCOMING DATES:

- March 23, 2022, at 2:00 pm – Meeting
- May 18, 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."