AGENDA

1. Opening and Roll Call
   Linda Bowers

2. Discussion– Lori Campbell Baker
   a) Industry Update
      1. Arrivalist Conversion Data – Ktimene Axetell
      2. Conversion Study – Evelyn Fine
   b) The Brandon Agency
   c) Mid-Florida Marketing & Research

3. Public Participation
   Linda Bowers

4. Adjourn
   Linda Bowers

The next HAAA Board meeting is March 18, 2020 at Daytona Beach Convention & Visitors Bureau, 126 East Orange Avenue, Daytona Beach, FL 32114