AGENDA

1. Call to Order
   Jim Berkley
2. Roll Call
   Jim Berkley
3. Public Participation
   Jim Berkley
4. Welcome and Introductions
   Jim Berkley
5. Consent Agenda *
   a) Approval of the December 3, 2020 Minutes
   Jim Berkley
6. Presentation:
   a) Joyride - Danielle Wannemacher
   b) Tanger Outlets - Jaime Morris
   Jim Berkley
7. Survey
   Jim Berkley
8. Citywide Initiatives
   Jim Berkley
9. Travel Schedule: April-September 2021
   Jim Berkley
10. Advertising
    Jim Berkley
11. New Business
    Jim Berkley
12. Adjourn
    Jim Berkley

* Requires Public Participation time prior to vote
* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority’s (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee’s designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:
- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.