AGENDA

1. Call to Order  
   Linda Bowers

2. Roll Call  
   Linda Bowers

3. Public Participation  
   Linda Bowers

4. Welcome and Introductions  
   Linda Bowers

5. Consent Agenda *  
   a) Approval of the December 10, 2020 Minutes  
   Linda Bowers

6. Presentation:  
   a) Joyride - Danielle Wannemacher  
   Linda Bowers

7. Update:  
   a) Florida Huddle  
   b) Advisory Committee  
   Linda Bowers

8. New Business  
   Linda Bowers

9. Adjourn  
   Linda Bowers

* 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.