

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, March 17, 2021 • 2:00 PM • Daytona Beach Resort & Conference Center
2700 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: TBD

AGENDA

1. **Call to Order** **Jim Berkley**
2. **Roll Call** **Jim Berkley**
3. **Public Participation** **Jim Berkley**

4. **»* Consent Agenda** **Jim Berkley**
 - a) Approval of the January 20, 2021 Minutes
 - b) February 2021 Executive Update
 - c) January 2021 County Bed Tax Collection Report
 - d) Simpleview Analytics for DaytonaBeach.com
 - e) The Brandon Agency February 2021 Reporting Data
 - f) Ocean Center Update

5. **Executive Report – Lori Campbell Baker** **Jim Berkley**

6. **Department Updates** **Jim Berkley**
 - a) Communications/PR – Kate Holcomb
 1. »* Communications Contract – Laurie Rowe Communications
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahon
 1. Group Sales Survey

7. **Reports of Officers**
 - a) **Secretary/Treasurer** **Steve Farley**
 1. **Finance – Chuck Grimes**
 - a. January 2021 Board Financial Packet

8. **Standing Committees**
 - a) **Advertising Committee** **Steve Farley**
 1. **The Brandon Agency**
 - a. »* ADARA Impact – Vivian Teddi Mur
 - b. »* Consumer Marketing & Campaign Recap – Andy Kovan & Shelby Selner
 2. **Tourism Events**
 - a. »* Jeep Beach – Kay Galloway
 - b. »* Friends of the Bandshell Summer Concert Series – Kay Galloway
 - c. »* Tourism Event Application, Guidelines, and Recap Update – Kay Galloway

9. **Daytona Beach International Airport** **Jim Berkley**
 - a) Air Service Support – Joanne Magley

10. **Research** **Jim Berkley**
 - a) Mid-Florida Marketing Research, Inc – Evelyn Fine

11. **New Business** **Jim Berkley**

12. **Adjourn** **Jim Berkley**

UPCOMING DATES:

April 21, 2021 – Possible Workshop – Location: TBD

May 19, 2021, at 2:00 pm - Meeting

**Location: Daytona International Speedway, Midway Suites 255-256
1801 West International Speedway Boulevard, Daytona Beach, FL 32114**

» 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."