

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, March 22, 2023 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach, FL 32118 – Oceanview Room (North Tower)

AGENDA

1. **Call to Order** **Androse Bell**
2. **Roll Call** **Androse Bell**
3. **Public Participation** **Androse Bell**

4. **»* Consent Agenda** **Androse Bell**
 - a) Approval of the January 18, 2023, Meeting Minutes
 - b) February 2023 Executive Update
 - c) January 2023 County Bed Tax Collection Report
 - d) CVB Media Coverage Report January – February 2023
 - e) February 2023 Simpleview SEO & PPC Report
 - f) February 2023 End-of-Month Social Media/eNewsletter/Blog Report
 - g) February 2023 Group Sales Activity Report
 - h) Advisory Committee Appointments
 - i) New Office Lease
 - j) Tradeshow Sponsorship
 - k) Ocean Center Report

5. **Executive Report – Lori Campbell Baker** **Androse Bell**

6. **Department Updates** **Androse Bell**
 - a) Group Sales – Linda McMahon
 - b) Communications/PR – Andrew Booth
 1. »* Laurie Rowe Communications
 - c) Marketing & Design – Kay Galloway

7. **Standing Committees** **Josh Harris**
 - a) **Advertising Committee**
 1. **Tourism Event Funding**
 - a. Daytona Turkey Run Update – James Richards
 - b. Jeep Beach Update – Charlene Greer
 - c. »* Mustangs at Daytona – Jeff Dixon
 2. **The Zimmerman Agency** - Amy Shackelford, Spencer Gibboney
 - a. 2022-2023 Consumer Marketing & Campaign Recap

8. **Reports of Officers** **Steve Farley**
 - a) **Secretary/Treasurer**
 1. **Finance – Chuck Grimes**
 - a. January 2023 Board Financial Packet
 - b. Explanation of County's Investment Strategy

9. **New Business** **Androse Bell**
10. **Adjourn** **Androse Bell**

UPCOMING DATES:

May 17, 2023, at 2:00 pm – Meeting
June 21, 2023, at 2:00 pm – Budget Workshop
Location: TBD

» 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."