

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, March 23, 2022 • 2:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103ABC

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 19, 2022, Meeting Minutes
 - b) Approval of the February 9, 2022, Workshop Minutes
 - c) February 2022 Executive Update
 - d) January 2022 County Bed Tax Collection Report
 - e) Tour & Travel Co-Op with VISIT FLORIDA
 - f) MPI Spring Golf Classic Golf Sponsorship
 - g) Biketoberfest® Licensing Agreement
 - h) Advisory Committee Appointments
 - i) Daytona Beach International Airport Update
 - j) Ocean Center Update
 - k) Simpleview Analytics for DaytonaBeach.com
 - l) The Brandon Agency End of Month Reports
 - m) Mid-Florida Marketing Quarterly Visitor Profile October – December 2021

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

6. **Standing Committees**
 - a) **Advertising Committee** Josh Harris
 1. **The Brandon Agency** – Christie DeAntonio, Andy Kovan & Shelby Selner
 - a. 2021-2022 Consumer Marketing & Campaign Recap
 - b. »* July – September 2022 Media Placements
 - c. »* Campaign Creative
 2. **Tourism Event Funding**
 - a. Friends of the Bandshell Summer Concert Series Update – Dino Paspalakis
 - b. »* World Pickleball Classic – Ivan Baron
 3. **Contracts**
 - a. »* Simpleview, Inc. Agreement
 4. **»* Request for Statement of Qualifications (RSQ) Review**

7. **»* Adoption of 2022-25 Strategic Plan** Jim Berkley

8. **»* GEICO Biketoberfest® Sponsorship – Kay Galloway** Jim Berkley

9. **Department Updates** Jim Berkley
 - a) Communications/PR – Andrew Booth
 1. »* Laurie Rowe Communications
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahon
 1. Group Sales Activity Report
 2. Digital Edge Update

10. **Reports of Officers**
 - a) **Secretary/Treasurer** Steve Farley
 1. **Finance – Chuck Grimes**
 - a. January 2022 Board Financial Packet

11. **New Business** Jim Berkley
12. **Adjourn** Jim Berkley

UPCOMING DATES:

May 18, 2022, at 2:00 pm – Meeting

June 15, 2022, at 2:00 pm – Budget Workshop

Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103ABC

» 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."