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.

AGENDA

1. Call to Order
2. Roll Call
3. Public Participation
4. The Brandon Agency
   a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner
   b) Wish List
   c) 2021-2022 Discussion
5. Research – Evelyn Fine
6. Marketing Department
   a) Simpleview Contract 2021 - 2022
   b) Coastal Maps
   c) Events Funding Discussion
7. Committee Applications
8. New Business
9. Adjourn

UPCOMING DATES:
May 11, 2021, at 3:00 PM – Meeting
Location: Comfort Inn & Suites, 103 South Ocean Avenue, Daytona Beach, FL 32118
June 8, 2021, at 3:00 PM – Budget Workshop
Location: Plaza Resort & Spa, 600 North Atlantic Avenue, Daytona Beach, FL 32118

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