

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 17, 2023 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

## AGENDA

1. **Call to Order** Androse Bell
2. **Roll Call** Androse Bell
3. **Public Participation** Androse Bell
4. **»\* 2023/2024 HAAA Board Elections** Lori Campbell Baker
  - a) »\* Chair
  - b) »\* Vice-Chair
  - c) »\* Secretary/Treasurer
5. **»\* Consent Agenda** Androse Bell
  - a) Approval of the March 22, 2023, Meeting Minutes
  - b) April 2023 Executive Update
  - c) March 2023 County Bed Tax Collection Report
  - d) CVB Media Coverage Report March - April 2023
  - e) April 2023 Simpleview SEO & PPC Report
  - f) April 2023 End-of-Month Social Media/eNewsletter/Blog Report
  - g) April 2023 Group Sales Activity Report
  - h) HAAA Committee Applications & Reappointments
  - i) Ocean Center Update
  - j) Daytona Beach International Airport Update
6. **Executive Report – Lori Campbell Baker** Androse Bell
  - a) Resident Sentiment Survey
7. **»\* Additional Support of NCA/NDA 2024-2026** Lori Campbell Baker
8. **»\* Marketing Support for Avelo Flight** Lori Campbell Baker
9. **Department Updates** Androse Bell
  - a) Group Sales – Linda McMahon
    1. »\* HAT Marketing Agreement
    2. HAT Marketing Update
  - b) Communications/PR – Andrew Booth
  - c) Marketing & Design – Kay Galloway
10. **Standing Committees**
  - a) **Advertising Committee** Kay Galloway
    1. **Tourism Event Funding**
      - a. »\* P1 Aqua X Grand Prix – Michelle Petro
      - b. Friends of the Bandshell Summer Concert Series Update – Dino Paspalakis
    2. **The Zimmerman Agency** - Amy Shackelford, Spencer Gibboney
      - a. 2022-2023 Consumer Marketing & Campaign Recap
      - b. »\* Q4 Media
  - b) **HR Committee**
    1. Additional HAAA Members Lori Campbell Baker
11. **Reports of Officers**
  - a) **Secretary/Treasurer** Chuck Grimes
    1. **Finance – Chuck Grimes**
      - a. March 2023 Board Financials
12. **Mid-Florida Marketing & Research** Androse Bell
  - a) October – December 2022 Visitor Profile – Evelyn Fine
13. **New Business** Androse Bell
14. **Adjourn** Androse Bell

## UPCOMING DATES:

**June 21, 2023, at 2:00 pm – Budget Workshop**

**July 19, 2023 - Meeting**

**Location: Daytona Beach Area CVB, Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176**

» 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."