AGENDA

1. Call to Order  
   Jim Berkley

2. Roll Call  
   Jim Berkley

3. Public Participation  
   Jim Berkley

4. »* 2022/2023 HAAA Board Elections  
   Lori Campbell Baker
   a) »* Chair
   b) »* Vice-Chair
   c) »* Secretary/Treasurer

5. »* Consent Agenda  
   Jim Berkley
   a) Approval of the March 23, 2022 Minutes
   b) April 2022 Executive Update
   c) March 2022 County Bed Tax Collection Report
   d) March 2022 Board Financial Packet
   e) Department Updates
      1. May 2022 Group Sales Activity Report
      2. Communications Media Report March-April 2022
   f) HAT Marketing Quarterly Update January – March 2022
   g) DigitalEdge Report of Activities February – May 2022
   h) Tour & Travel Independent Contractor Agreement
   i) HAAA Committee Applications & Reappointments
   j) Ocean Center Update
   k) Daytona Beach International Airport Update
   l) The Brandon Agency Consumer Marketing & Campaign Recap
   m) The Brandon Agency April 2022 End Of Month Reports

   Jim Berkley

7. Standing Committees  
   a) Advertising Committee  
      Josh Harris
      1. Tourism Events
         a. »* P1 AquaX – Michelle Petro
   b) Meetings & Conventions Committee  
      Linda McMahon
      1. HAT Marketing
         a. »* HAT Marketing Quarterly Agreement July – September 2022

8. »* Advertising Agency Presentations & Selection of Agency of Record  
   Kay Galloway
   a) The Zimmerman Agency
      1:00 pm: Presentation
      1:40 pm: Question & Answers
   b) Aqua Marketing
      2:00 pm: Presentation
      2:40 pm: Question & Answers
   c) Starmark
      3:00 pm: Presentation
      3:40 pm: Question & Answers
   d) The Brandon Agency
      4:00 pm: Presentation
      4:40 pm: Question & Answers

9. New Business  
   Jim Berkley

10. Adjourn  
    Jim Berkley

UPCOMING DATES:

June 15, 2022, at 2:00 pm – Budget Workshop  
Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32114 Room: 103BC

July 20, 2022, at 2:00 pm - Meeting  
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."