

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 19, 2021 • 2:00 PM • Daytona International Speedway: Midway Suites 255-256  
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

## AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **Board Member Participation and Voting Virtually** Jim Berkley
4. **Public Participation** Jim Berkley
  
5. **»\* 2021/2022 HAAA Board Elections** Lori Campbell Baker
  - a) »\* Chair
  - b) »\* Vice-Chair
  - c) »\* Secretary/Treasurer
  
6. **»\* Consent Agenda** Jim Berkley
  - a) Approval of the March 17, 2021 Minutes
  - b) April 2021 Executive Update
  - c) March 2021 County Bed Tax Collection Report
  - d) Simpleview Analytics for DaytonaBeach.com
  - e) The Brandon Agency End of Month Reporting Data
  - f) South State Bank Agreement
  - g) HAAA Committee Applications & Reappointments
  - h) Media Report March – April 2021
  - i) Ocean Center Update
  - j) Daytona Beach International Airport Update
  
7. **Executive Report – Lori Campbell Baker** Jim Berkley
  
8. **Department Updates** Jim Berkley
  - a) Communications/PR – Kate Holcomb
  - b) Marketing & Design – Kay Galloway
  - c) Group Sales – Linda McMahon
  
9. **Reports of Officers**
  - a) **Secretary/Treasurer** Steve Farley
    1. **Finance – Chuck Grimes**
      - a. March 2021 Board Financial Packet
  
10. **Standing Committees**
  - a) **Advertising Committee** Steve Farley
    1. **The Brandon Agency**
      - a. »\* Consumer Marketing & Campaign Recap – Andy Kovan & Shelby Selner
    2. **2021/2022 Marketing Partner**
      - a. »\* Simpleview 2021/2022 Contract
  - b) **Human Resources Committee** Samir Naran
    1. »\* Staff Retention/Compensation
  
11. **Research** Jim Berkley
  - a) »\* Mid-Florida Marketing Research, Inc – Evelyn Fine
  
12. **New Business** Jim Berkley
  
13. **Adjourn** Jim Berkley

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### UPCOMING DATES:

**June 16, 2021, at 2:00 pm – Budget Workshop**  
**Location: The DAYTONA: 1870 Victory Circle, Daytona Beach, FL 32114 Room: Echelon**  
**July 21, 2021, at 2:00 pm - Meeting**  
**Location: TBD**

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» 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."