AGENDA

1. Call to Order
   Josh Harris
2. Roll Call
   Josh Harris
3. Public Participation
   Josh Harris
4. Welcome New Committee Members
   Josh Harris
5. The Brandon Agency
   Josh Harris
   a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
6. Mid-Florida Marketing & Research
   Josh Harris
   a) Quarterly Visitor Profile January – March 2022 - Evelyn Fine
7. 2022-2023 Marketing Department Budget Overview
   Kay Galloway
8. The Zimmerman Agency
   Kay Galloway
9. New Business
   Josh Harris
10. Adjourn
    Josh Harris

UPCOMING DATES:
July 12, 2022, at 3:00 PM – Meeting
Location: Daytona Beach City Hall, 301 South Ridgewood Avenue, Daytona Beach, FL 32114 Room: 149
August 9, 2022, at 3:00 PM – Workshop
Locations TBD

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.