
HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BUDGET WORKSHOP

Wednesday, June 15, 2022 • 2:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

AGENDA

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| 1. | Call to Order | Androse Bell |
| 2. | Roll Call | Androse Bell |
| 3. | Public Participation | Androse Bell |
| 4. | 2022/23 Budget Discussion | Lori Campbell Baker |
| | a) Official budget letter from the County | |
| | b) Recap of any recommended changes | |
| 5. | 2022/23 Marketing Plan | Lori Campbell Baker |
| 6. | Draft of GEICO 3-year Biketoberfest® agreement | Androse Bell |
| 7. | New Business | Androse Bell |
| 8. | Adjourn | Androse Bell |

UPCOMING DATES:

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

Location: Daytona Beach City Hall, 301 Ridgewood Avenue, Daytona Beach, FL 32114 Room: 149

September 21, 2022, at 2:00 pm - Meeting

Locations: 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."