

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)  
BUDGET WORKSHOP**

Wednesday, June 16, 2021 • 2:00 PM • The DAYTONA: Room - Echelon  
1870 Victory Circle, Daytona Beach, FL 32114

The Halifax Area Advertising Authority Budget Workshop was called to order by Chair Jim Berkley at 2:01 p.m., June 16, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Steve Farley, John Betros, Linda Bowers, Robert Burnett, Josh Harris, Jim Jaworski, Samir Naran, and John Phillips. Androse Bell and Blaine Lansberry were absent.

**Guests:**

Jim Abbott, Deana Gammero, Andrea Kerr, Andy Kovan, Ana Ventura, Heather Wallace, and Liz Wittig. Christie DeAntonio and Shelby Selner attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Kate Holcomb, Linda McMahon, Chuck Grimes, and Jennifer Sims. Kay Galloway attended by Zoom Video Conferencing Software.

**Public Participation**

While there were no comments from members of the public present, Board member John Betros commented on the Daytona Truck Meet event that occurred June 11-13.

**2021/2022 Budget Discussion**

**Official budget letter from the County**

Lori Campbell Baker reviewed the official budget letter from Volusia County. The County estimates the disbursement to HAAA for FY 2021/2022 will be \$8,328,457. With a carryover from FY 2020/2021 of \$1,386,948 the total budget for FY 2021/2022 is estimated to be \$9,764,405.

**Budget Discussion**

Campbell Baker led the discussion and reminded the Board that the 2021/2022 Budget and Marketing Plan have been vetted by CVB staff and Advisory Committee members. Board discussion included ideas for future meetings including discussing what process and resources might be needed to develop a long-term (5+ year) plan. Chair Jim Berkley suggested the Board discuss a pathway for a possible future workshop on this topic at the July 21, 2021, HAAA Board Meeting.

Following the Budget discussion, the Board recommended the budget as presented move forward for approval at the July 21, 2021 HAAA Board meeting.

**2021/22 Marketing Plan**

Campbell Baker reviewed the 2021/2022 Marketing Plan.

**New Business**

None

**Adjourn**

There being no further business or public participation, the meeting adjourned at 2:34 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager