

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
Budget and Marketing Plan Workshop**

Monday, June 17, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room
located at One Daytona Blvd., Daytona Beach, FL 32114

AGENDA

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| Opening and Roll Call | Linda Bowers |
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| 1. 2019/20 Budget Discussion | Lori Campbell Baker |
| a) Official budget letter from the County | |
| b) Recap of any recommended changes | |
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| 2. 2019/20 Marketing Plan | Lori Campbell Baker |
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| 3. Unfinished Business | Linda Bowers |
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| 4. New Business | Linda Bowers |
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| 5. Public Participation | Linda Bowers |

- ADJOURN -

The next HAAA Board meeting is **Wednesday, July 17, 2019 @ 2:00 p.m.** at The Hilton Daytona
Beach Oceanfront Resort, located at 100 N. Atlantic Avenue, Daytona Beach, FL 32118.

* 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."