

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, June 17, 2020 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort, Grand Ballroom (South Tower)
100 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **Public Participation** Jim Berkley
4. **Consent Agenda *** Jim Berkley
 - a) Approval of the May 20, 2020 Minutes
 - b) May 2020 Executive Update
 - c) April 2020 Bed Tax Collection Report (*County Financials*)
 - d) HAAA Advisory Committee Reappointments
 - e) Simpleview Analytics for DaytonaBeach.com
 - f) The Brandon Agency May Data
 - g) Mid-Florida Marketing & Research, Inc. Data
 - h) Daytona Beach International Airport Update
 - i) Ocean Center Update
5. **Reports of Officers**
 - a) **Secretary/Treasurer** Steve Farley
 1. **Finance – Chuck Grimes**
 - a. April 2020 Board Financial Packet
6. **Standing Committees**
 - a) **Advertising Committee** Steve Farley
 1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
 - a. Relaunch Plan*
7. **Reserves Activation*** Lori Campbell Baker
8. **20/21 Budget Discussion*** Lori Campbell Baker
9. **20/21 Marketing Plan Discussion*** Lori Campbell Baker
10. **Department Updates**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahan
11. **Partner Updates** Jim Berkley
12. **Adjourn** Jim Berkley

The next regularly scheduled HAAA Board Meeting is July 17, 2020, at 2:00 PM

MEETING LOCATION: 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."