AGENDA

1. Call to Order
2. Roll Call
3. »* Consent Agenda
   a) Approval of the May 12, 2020 Minutes
   b) April and May 2020 Simpleview Analytics
   c) March and April 2020 OCC/ADR Report
   d) 2020-2021 Simpleview Contract
   e) Upcoming Workshop Dates
4. Tourism Events
   a) »* Symetra Classic – Ryan Ronk
5. The Brandon Agency
   a) »* 2020-2021 Consumer Marketing Plan – Christie DeAntonio, Andy Kovan, Shelby Selner
   b) 2019-2020 Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
6. Department Updates
   a) Marketing & Design – Kay Galloway
   b) Communications/PR – Kate Holcomb
   c) Group Sales – Linda McMahon
7. Public Participation
8. Adjourn

UPCOMING DATES:
August 4, 2020, at 3:00 PM – Workshop
September 8, 2020, at 3:00 PM – Meeting
MEETING LOCATIONS: TBD

» Requires Public Participation time prior to vote
* Requires a vote from the Committee

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.