

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, July 19, 2023 • 2:00 PM • Daytona Beach Area CVB
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Androse Bell
2. **Roll Call** Androse Bell
3. **Public Participation** Androse Bell
4. **»* Consent Agenda** Androse Bell
 - a) Approval of the May 17, 2023, Meeting Minutes
 - b) Approval of the June 21, 2023, Workshop Minutes
 - c) June 2023 Executive Update
 - d) May 2023 County Bed Tax Collection Report
 - e) May – June 2023 Media Report
 - f) June 2023 Group Sales Activity Report
 - g) June 2023 End of Month Social/eNewsletter/Blog Report
 - h) June 2023 Simpleview SEO & PPC Report
 - i) 2023-2024 Group Sales Sponsorships
 - j) STR Agreement
 - k) Cision Agreement
 - l) Ocean Center Update
 - m) Daytona Beach International Airport Update
5. **Executive Report** Lori Campbell Baker
6. **»* Fiscal Year 2023/2024 Budget Approval** Androse Bell
7. **»* Fiscal Year 2023/2024 Marketing Plan Approval** Androse Bell
8. **Department Updates** Androse Bell
 - a) Group Sales – Linda McMahon
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway
 1. »* Biketoberfest® Sponsorships
9. **Standing Committees**
 - a) **Advertising Committee** Androse Bell
 1. **The Zimmerman Agency** – Spencer Gibboney & Amy Shackelford
 - a. Consumer Marketing & Campaign Recap
 - b. »* Q1 & Q2 Media
 2. **Epson (formerly Symetra) Tour Championship** – Ryan Ronk
 3. **»* Run Daytona 15K – 10K – 5K Racing Weekend** – Juan Guevara
 4. **Biketoberfest® 2023 Update** – Kay Galloway
10. **Daytona Beach International Airport & Volaire Aviation** Androse Bell
 - a) Air Service Presentation – Will Berchermann
11. **Reports of Officers**
 - a) **Secretary/Treasurer** Jim Jaworski
 1. **Finance** – Chuck Grimes
 - a. May 2023 Board Financial Packet
12. **New Business** Androse Bell
 - a) 2024 Meeting & Workshop Dates
13. **Adjourn** Androse Bell

UPCOMING MEETING DATES:

September 20, 2023, at 2:00 PM

November 15, 2023, at 2:00 PM

Location: Daytona Beach Area CVB

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» 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."