

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, July 20, 2022 • 2:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 Room: 2nd Floor Board Room

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 18, 2022, Meeting Minutes
 - b) Approval of the June 15, 2022, Workshop Minutes
 - c) June 2022 Executive Update
 - d) May 2022 County Bed Tax Collection Report
 - e) GEICO Biketoberfest® Agreement
 - f) Committee Appointments
 - g) May – June 2022 Media Report
 - h) July 2022 Group Sales Activity Report
 - i) Tour & Travel Independent Contractor Agreement
 - j) Ocean Center Update
 - k) Florida Sports Foundation Summit Sponsorship – October 2022
 - l) June 2022 The Brandon Agency End of Month Reports
5. **Executive Report** Lori Campbell Baker
6. **»*Fiscal Year 2022/2023 Budget Approval** Androse Bell
7. **»*Fiscal Year 2022/2023 Marketing Plan Approval** Androse Bell
8. **Standing Committees**
 - a) **Advertising Committee** Josh Harris
 1. **The Brandon Agency** - Shelby Selner & Christie DeAntonio
 - a. Consumer Marketing & Campaign Recap
 - b. »* Additional Fourth Quarter Media
 2. **Epson (formerly Symetra) Tour Championship** – Ryan Ronk
 3. **»* Run Daytona 15K – 10K – 5K Racing Weekend** – Juan Guevara
 4. **Biketoberfest® 2022 Update** – Kay Galloway
 5. **The Zimmerman Agency**
 - a. Momentum Presentation
 - b. Copytest Results
 - c. 2022/23 Media Plan
 - d.»* Q1 2022/23 Media Placements
 - e.»* Tracking & Positioning Study
 - f. »* Zimmerman Agency Agreement
9. **Department Updates** Androse Bell
 - a) Group Sales – Linda McMahon
 1. Digital Edge Update
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway
10. **Reports of Officers**
 - a) **Secretary/Treasurer** Steve Farley
 1. **Finance** – Chuck Grimes
 - a. May 2022 Board Financial Packet
11. **New Business** Androse Bell
 - a) 2023 Meeting & Workshop Dates
12. **Adjourn** Androse Bell

UPCOMING MEETING DATES:

September 21, 2022, at 2:00 PM

November 16, 2022, at 2:00 PM

Location for both meetings: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 Room: 2nd Floor Board Room

» 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."