

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, July 21, 2021 • 2:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 Room: Dennis McGee

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 19, 2021, Meeting Minutes
 - b) Approval of the June 16, 2021, Workshop Minutes
 - c) June 2021 Executive Update
 - d) May 2021 County Bed Tax Collection Report
 - e) Committee Appointments
 - f) Media Report May – June 2021
 - g) Simpleview Analytics for DaytonaBeach.com
 - h) The Brandon Agency End-of-Month Report
 - i) Mid-Florida Marketing & Research, Inc. Data
 - j) Daytona Beach International Airport Update
 - k) Ocean Center Update
5. **Executive Report** Lori Campbell Baker
6. **»*Fiscal Year 2021/2022 Budget Approval** Lori Campbell Baker
7. **»*Fiscal Year 2021/2022 Marketing Plan Approval** Lori Campbell Baker
8. **Standing Committees**
 - a) **Advertising Committee** Josh Harris
 1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
 - a. 2020/2021 Consumer Marketing & Campaign Recap
 1. »* Additional Placements for September - \$238,084
 2. »* October – December Placements - \$847,122
 2. »* **Symetra Classic** – Ryan Ronk
 3. **Biketoberfest® 2021 Update** – Kay Galloway
9. **Department Updates**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahan
10. **Reports of Officers**
 - a) **Secretary/Treasurer** Steve Farley
 1. **Finance** – Chuck Grimes
 - a. May 2021 Board Financial Packet
11. **Old Business** Jim Berkley
 - a) Strategic Plan
12. **New Business** Jim Berkley
13. **Adjourn** Jim Berkley

UPCOMING MEETING DATES:

September 15, 2021, at 2:00 PM

Location: Hilton Daytona Beach Oceanfront Resort, 100 North Atlantic Avenue, Daytona Beach, FL 32114 Room: TBD

November 17, 2021, at 2:00 PM

Location: Plaza Resort & Spa, 600 North Atlantic Avenue, Daytona Beach, FL 32114 Room: 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."