

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, July 22, 2020 • 2:00 PM • Holiday Inn & Suites on the Ocean, Atlantic Ballroom  
930 North Atlantic Avenue, Daytona Beach, FL 32118

## AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **»\* Consent Agenda** Jim Berkley
  - a) Approval of the June 17, 2020 Minutes
  - b) June 2020 Executive Update
  - c) May 2020 Bed Tax Collection Report (*County Financials*)
  - d) Simpleview Analytics for DaytonaBeach.com
  - e) 2020-2021 Simpleview Contract
  - f) The Brandon Agency June Data
  - g) Mid-Florida Marketing & Research, Inc. Data
  - h) Daytona Beach International Airport Update
  - i) Ocean Center Update
4. **Reports of Officers**
  - a) **Secretary/Treasurer** Steve Farley
    1. **Finance – Chuck Grimes**
      - a. May 2020 Board Financial Packet
5. **Standing Committees**
  - a) **Advertising Committee** Steve Farley
    1. **»\* Symetra Classic** – Ryan Ronk
    2. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
      - a. 2019-2020 Campaign Recap
      - b. **»\* 2020-2021 Consumer Marketing Plan**
6. **»\* Fiscal Year 2020/2021 Budget Approval** Lori Campbell Baker
7. **»\* Fiscal Year 2020/2021 Marketing Plan Approval**
8. **Department Updates**
  - a) Communications/PR – Kate Holcomb
  - b) Marketing & Design – Kay Galloway
  - c) Group Sales – Linda McMahan
9. **Unfinished Business** Jim Berkley
10. **New Business** Jim Berkley
11. **Public Participation** Jim Berkley
12. **Adjourn** Jim Berkley

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### UPCOMING DATES:

August 19, 2020 at 2:00 PM – Possible Workshop

September 16, 2020, at 2:00 PM - Meeting

MEETING LOCATIONS: TBD

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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."