AGENDA

1. Call to Order
   John Phillips

2. Roll Call
   John Phillips

3. Public Participation
   John Phillips

4. Welcome and Introductions
   John Phillips

5. Consent Agenda*
   John Phillips
   a) Approval of the May 19, 2022 Workshop Minutes
   b) Approval of the February 14, 2022 Meeting Minutes

6. Recap: EsportsTravel Summit
   John Phillips

7. Update: 21/22 FY & 22/23 FY Sports
   John Phillips

8. LOC (Local Organizing Committee) Discussion
   John Phillips

9. Adjourn
   John Phillips

* 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.