

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, September 15, 2021 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Grand Ballroom

## 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 July 21, 2021, Meeting Minutes
  - b) Approval of the August 18, 2021, Workshop Minutes
  - c) August 2021 Executive Update
  - d) July 2021 County Bed Tax Collection Report
  - e) Media Report July - August 2021
  - f) 2022 Meeting & Workshop Dates
  - g) Committee Reappointments
  - h) Simpleview Analytics for DaytonaBeach.com
  - i) The Brandon Agency End-of-Month Report
  - j) Mid-Florida Marketing & Research, Inc. Data
    1. May & June 2021 OCC & ADR Reports
    2. April - June 2021 Quarterly Visitor Profile
  - k) Daytona Beach International Airport Update
  - l) Ocean Center Update
5. **Executive Report** Lori Campbell Baker
6. **Department Updates**
  - a) Communications/PR – Kate Holcomb
  - b) Marketing & Design – Kay Galloway
  - c) Group Sales – Linda McMahan
7. **Reports of Officers**
  - a) **Secretary/Treasurer** Steve Farley
    1. **Finance** – Chuck Grimes
      - a. July 2021 Board Financial Packet
      - b. »\* Insurance Renewal
8. **Standing Committees**
  - a) **Advertising Committee** Josh Harris
    1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
      - a. »\* Consumer Marketing & Campaign Recap
    2. **Daytona Turkey Run** – Jennifer Labonte
    3. **CLASH Daytona 2021** – Bill Christy
      - a. »\* Tourism Event Funding
      - b. »\* Additional Media Opportunity
  - b) **Meetings & Conventions Committee** Jim Berkley
    1. »\* CVENT Membership/Advertising – Linda McMahan
    2. »\* HelmsBriscoe Agreement – Linda McMahan
    3. »\* HAT Marketing Limited – Linda McMahan
9. **»\* Strategic Planning** – Lori Campbell Baker Jim Berkley
10. **Old Business** Jim Berkley
11. **New Business** Jim Berkley
12. **Adjourn** Jim Berkley

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### UPCOMING MEETING DATE:

November 17, 2021, at 2:00 PM

Location: Plaza Resort & Spa, 600 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 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."