

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, September 20, 2023 • 2:00 PM • Daytona Beach Area CVB  
Oceanside Executive Center • 140 South Atlantic Avenue, 5<sup>th</sup> Floor • Ormond Beach, FL 32176

## 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 July 19, 2023, Meeting Minutes
  - b) August 2023 Executive Update
  - c) July 2023 County Bed Tax Collection Report
  - d) 2024 Meeting & Workshop Dates
  - e) August 2023 End of Month Social/eNewsletter/Blog Report
  - f) August 2023 Group Sales Activity Report
  - g) Media Report July - August 2023
  - h) August 2023 Simpleview SEO & Paid Search Report
  - i) Biketoberfest® Agreement – Southern Stone
  - j) TravMedia Agreement
  - k) Cision Agreement
  - l) Cision (PR Newswire) Agreement
  - m) Ocean Center Update
  - n) Daytona Beach International Airport Update
  - o) Committee Appointments & Reappointments
  - p) Group Sales Sponsorships
5. **Executive Report** **Lori Campbell Baker**
6. **Department Updates** **Androse Bell**
  - a) Group Sales – Linda McMahon
    1. »\* DigitalEdge Agreement
    2. »\* Cvent Agreement
    3. »\* HAT Marketing
    4. »\* HelmsBriscoe Agreement
  - b) Communications – Andrew Booth
  - c) Marketing – Kay Galloway
7. **Standing Committees**
  - a) **Sports Committee** **Brandon Little**
    1. **Tourism Events**
      - a. »\* CLASH Daytona – Andre Lapar
  - b) **Advertising Committee** **Kay Galloway**
    1. **Tourism Events**
      - a. Daytona Turkey Run Update – James Richard
    2. **The Zimmerman Agency** – Amy Shackelford & Spencer Gibboney
      - a. Campaign Updates
      - b. Perception Study (2<sup>nd</sup> Wave) Results
8. **Reports of Officers**
  - a) **Secretary/Treasurer** **Jim Jaworski**
    1. **Finance** – Chuck Grimes
      - a. July 2023 Board Financial Packet
9. **Mid-Florida Marketing & Research** **Androse Bell**
  - a) Quarterly Visitor Profile – Evelyn Fine
10. **New Business** **Androse Bell**
11. **Adjourn** **Androse Bell**

**UPCOMING MEETING DATE: November 15, 2023, at 2:00 PM**

**Location: Daytona Beach Area CVB, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176**

» 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."