

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, September 21, 2022 • 2:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL

## 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 20, 2022, Meeting Minutes
  - b) August 2022 Executive Update
  - c) July 2022 County Bed Tax Collection Report
  - d) Media Report July - August 2022
  - e) Group Sales Sponsorships
  - f) Tour & Travel Independent Contractor Agreement
  - g) 2023 Meeting & Workshop Dates
  - h) Committee Appointments
  - i) September 2022 Group Sales Activity Report
  - j) The Brandon Agency End-of-Month Report
  - k) Simpleview Analytics for DaytonaBeach.com
  - l) Ocean Center Update
5. **Executive Report** Lori Campbell Baker
6. **Department Updates** Androse Bell
  - a) Group Sales – Linda McMahon
    1. DigitalEdge Update
    2. »\* DigitalEdge Agreement
    3. »\* Cvent Agreement
    4. »\* HAT Marketing
    5. »\* HelmsBriscoe Agreement
7. **Standing Committees**
  - a) **Advertising Committee** Josh Harris
    1. »\* **CLASH Daytona 2022** – Bill Christy
    2. **The Zimmerman Agency** – Andy Jorishie, Amy Shackelford, Spencer Gibboney
      - a. Updates
      - b. »\* Quarter Two Media Placements
    3. »\* **2022/23 Research** – Kay Galloway
8. **Reports of Officers**
  - a) **Secretary/Treasurer** Steve Farley
    1. **Finance** – Chuck Grimes
      - a. July 2022 Board Financial Packet
      - b. »\* Insurance Renewal
9. **Standing Committees – Part Two**
  - a) **Advertising Committee** Josh Harris
    1. **The Brandon Agency** - Shelby Selner & Christie DeAntonio
      - a. Consumer Marketing & Campaign Recap
    2. **Downs & St. Germain Research** – Joseph St. Germain
      - a. Perception Study Results
    3. **Daytona Turkey Run Recap** – Jennifer Labonte
  - b) **HR Committee** Samir Naran
    1. »\* Health Insurance Rates
    2. »\* Change in Employee Compensation
    3. Office Space Discussion
10. **Department Updates – Part Two** Androse Bell
  - a) Communications/PR – Andrew Booth
  - b) Marketing & Design – Kay Galloway
11. **Mid-Florida Marketing & Research** Androse Bell
  - a) Quarterly Visitor Profile – Evelyn Fine
12. **New Business** Androse Bell
13. **Adjourn** Androse Bell

**UPCOMING MEETING DATE: November 16, 2022, at 2:00 PM**

**Location: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom**

» 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."