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 *  
   a) Approval of the February 24, 2021 Meeting Minutes  
   John Phillips

6. Social Media Update  
   John Phillips

7. Marketing Strategy/Website  
   John Phillips

8. Travel Schedule: 2021-22 Fiscal Year  
   John Phillips

9. New Business  
   John Phillips

10. 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.