
HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, November 17, 2021 • 2:00 PM • The Plaza Resort & Spa
600 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Vista Del Mar

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 September 15, 2021, Minutes
 - b) October 2021 Executive Update
 - c) September 2021 County Bed Tax Collection Report
 - d) Committee Appointment & Reappointments
 - e) Religious Conference Management Association (RCMA) Emerge tradeshow sponsorship
 - f) Meetings & Conventions and Sports Travel Schedule with Sponsorships
 - g) Biketoberfest® Media Report
 - h) September/October 2021 Media Report
 - i) Simpleview Analytics for DaytonaBeach.com
 - j) The Brandon Agency Reporting Data
 - k) Daytona Beach International Airport Update
 - l) Ocean Center Update

5. **Executive Report** **Lori Campbell Baker**

6. **Department Updates** **Jim Berkley**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahan
 1. »* HAT Marketing

7. **Reports of Officers**
 - a) **Secretary/Treasurer** **Steve Farley**
 1. **Finance – Chuck Grimes**
 - a. September 2021 Board Financial Packet

8. **Standing Committees**
 - a) **Advertising Committee** **Josh Harris**
 1. »* **Savannah Bananas** - Jesse Cole & Patrick Briody
 2. **The Brandon Agency** – Christie DeAntonio, Andy Kovan & Shelby Selner
 - a. »* Consumer Marketing & Campaign Report

9. **»* Updated Policies & Procedures** – Volusia County Legal Department **Jim Berkley**

10. **Sunshine Law Presentation** – Volusia County Legal Department **Jim Berkley**

11. **Unfinished Business** **Jim Berkley**
 - a) MMGY Timeline Update

12. **New Business** **Jim Berkley**
13. **Adjourn** **Jim Berkley**

UPCOMING DATES:

December 15, 2021, at 2:00 pm– Workshop

January 19, 2022, at 2:00 pm - Meeting

Locations: TBD

» 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."