
HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, November 18, 2020 • 2:00 PM • Daytona International Speedway, Midway Suites 255-256
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

AGENDA

1. **Call to Order** **Jim Berkley**
2. **Roll Call** **Jim Berkley**
3. **»* Consent Agenda** **Jim Berkley**
 - a) Approval of the September 16, 2020 Minutes
 - b) October 2020 Executive Update
 - c) September 2020 County Bed Tax Collection Report
 - d) Simpleview Analytics for DaytonaBeach.com
 - e) The Brandon Agency October 2020 Reporting Data
 - f) Mid-Florida Marketing & Research, Inc. data
 - g) Daytona Beach International Airport Update
 - h) Ocean Center Update
4. **Reports of Officers**
 - a) **Secretary/Treasurer** **Steve Farley**
 1. **Finance – Chuck Grimes**
 - a. September 2020 Board Financial Packet
5. **Standing Committees**
 - a) **Advertising Committee** **Steve Farley**
 1. **The Brandon Agency** – Christie DeAntonio, Andy Kovan & Shelby Selner
 - a. **»* 2020-2021 Consumer Marketing Campaign**
6. **Sunshine Law Presentation** – Volusia County Legal Department **Jim Berkley**
7. **Department Updates** **Jim Berkley**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahan
8. **New Business** **Jim Berkley**
9. **Public Participation** **Jim Berkley**
10. **Adjourn** **Jim Berkley**

UPCOMING DATES:

December 16, 2020, at 2:00 pm – Possible Workshop

January 20, 2021, 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."