AGENDA

1. Call to Order
   Jim Berkley

2. Roll Call
   Jim Berkley

3. Public Participation
   Jim Berkley

4. Welcome and Introductions
   Jim Berkley

5. Consent Agenda *
   a) Approval of the September 10, 2020 Minutes
   Jim Berkley

6. Sunshine Law
   Jim Berkley

7. Presentation: Y? Entertainment
   Jim Berkley

8. Sales Initiatives:
   a) Travel Schedule: January – April 2021
   b) Past and Ongoing Initiatives
   c) New Initiatives
      ▪ WE C.A.R.E. - Safety Messaging
      ▪ Virtual Mini Tradeshows – All Markets
      ▪ "Cold Calling Contest" – Libby Gallant
      ▪ Lunch & Learns (Virtual/Live)
   Jim Berkley

9. New Business
   a) Upcoming Meeting
   Jim Berkley

10. Adjourn
    Jim Berkley

NEW - The next meeting will be held in February 2021, Date, Time and Location: TBD

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.