

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, January 22, 2020 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau  
located at 126 E. Orange Avenue, Daytona Beach, FL 32114, 2<sup>nd</sup> Floor Boardroom

## AGENDA

1. **Call to Order** Linda Bowers
2. **Roll Call** Linda Bowers
3. **Consent Agenda \* - Red** Linda Bowers
  - a) November 20, 2019 HAAA Board Minutes
  - b) December 2019 Executive Update
  - c) November 2019 Bed Tax Collection Report
  - d) HAAA Advisory Committee Updates
    1. 2019 Symetra Tour Championship Recap Report
    2. 2019 Fall Daytona Turkey Run Recap Report
  - e) HAAA Committee Applications & Reappointments
  - f) November 2019 Simpleview Analytics
  - g) November 2019 Golf Analytics
  - h) Mid-Florida Marketing & Research, Inc. Data
  - i) Daytona Beach International Airport Update
  - j) Ocean Center Update
4. **Reports of Officers - Green**
  - a) **Secretary/Treasurer** Andreose Bell
    1. **Finance – Chuck Grimes**
      - a. November 2019 Board Financial Packet
      - b. Volusia County – Craig Baumgardner & Clay Ervin
      - c. \* FY 2018-19 Audit Report - Zach Chalifour, James Moore
5. **Standing Committees - Blue**
  - a) **Advertising Committee** Steve Farley
    1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
      - a. »\* 2019-2020 Consumer Marketing Campaign
    2. 2020/2021 Marketing Partners
      - a. \* Simpleview
      - b. \* The Brandon Agency
      - c. \* Mid-Florida Marketing & Research
    3. Tourism Event Funding
      - a. 2020 Spring Daytona Turkey Run, \$10,000 – Jennifer Labonte
      - b. »\* 2020 P1 AquaX Grand Prix of the Sea, \$15,000 – Michelle Petro
      - c. »\* 2020 Jeep Beach, \$25,000 – Charlene Greer
    4. Website Refresh
  - b) **Group Sales Advisory Committees**
    1. **Meetings & Conventions & Sports** – Linda McMahon
      - a. »\* EsportsTravel Summit
  - c) **Human Resources Advisory Committee** – Chuck Grimes
    1. »\* Performance Appraisal & Salary of Executive Director - Samir Naran
6. **Partner Updates** Linda Bowers
  - a) Mid-Florida Marketing & Research Inc. - Evelyn Fine
    1. Toronto Focus Group Results
  - b) »\* Airlift Support / Sunwing – Rick Karl, Joanne Magley
7. **New Business** Linda Bowers
  - a) AirDNA
  - b) Daytona Regional Chamber Update
8. **Public Participation** Linda Bowers
9. **Adjourn** Linda Bowers

---

**The next meeting is March 18, 2020 at Daytona Beach Convention & Visitors Bureau,  
126 East Orange Avenue, Daytona Beach, FL 32114**

---

» 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."