

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, November 20, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located at One Daytona Blvd.,
Daytona Beach, FL 32114.

AGENDA

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| 1. Call to Order | Linda Bowers |
| 2. Roll Call | Linda Bowers |
| 3. Consent Agenda * - Red | Linda Bowers |
| a) Approval of the September 18, 2019 Minutes | |
| b) October 2019 Executive Update | |
| c) September 2019 County Bed Tax Collection Report | |
| d) HAAA Advisory Committee Updates | |
| 1. Advertising Committee - Daytona Beach Half Marathon | |
| e) September 2019 Simpleview Analytics | |
| f) September 2019 Golf Analytics | |
| g) Mid-Florida Marketing & Research, Inc. data | |
| h) Ocean Center Update | |
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| 4. Reports of Officers - Green | |
| a) Secretary/Treasurer | Andrese Bell |
| 1. Finance – Chuck Grimes | |
| a. September 2019 Board Financial Packet | |
| b. *Wire Transfer Checking Account | |
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| 5. Standing Committees - Blue | |
| a) Advertising Committee | Steve Farley |
| 1. The Brandon Agency - Andy Kovan & Shelby Selner | |
| a. 2018-2019 Campaign Recap | |
| b. »* 2019-2020 Consumer Marketing Campaign | |
| c. »* Additional Opportunities | |
| 2. Daytona Bike Week – Daytona Regional Chamber | |
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| b) Human Resource Advisory Committee – Chuck Grimes | |
| a. »* Healthcare Soft Dollar Benefits 2019-2020 | Samir Naran |
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| 6. Partner Updates - Yellow | Linda Bowers |
| a) Mid-Florida Marketing & Research Inc. - Evelyn Fine | |
| a. Toronto Focus Group | |
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| 7. New Business | Linda Bowers |
| 8. Public Participation | Linda Bowers |
| 9. Adjourn | Linda Bowers |

**The next meeting is January 22, 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."