AGENDA

1. Call to Order
   John Phillips

2. Roll Call
   John Phillips

3. Public Participation
   John Phillips

4. Consent Agenda *
   a) Approval of the January 14, 2020 Minutes
   John Phillips

5. Sunshine Law
   John Phillips

6. Facility Updates
   John Phillips

7. 2019-20 Travel Schedule Update
   John Phillips

8. 2020-21 Travel Schedule
   John Phillips

9. Sunshine Summit Virtual FAM update
   John Phillips

10. New Business
    a) Upcoming Meeting
    John Phillips

11. Adjourn
    John Phillips

NEW - The next meeting will be held in December, date, time, and location: TBD

* Requires Public Participation time prior to vote
* Requires a vote from the Committee

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.