

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
REGULAR MEETING**

Tuesday, January 15, 2019 • 2:00 PM • Hilton Daytona Beach Resort / Ponce De Leon Room, 100 N. Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

Opening and Roll Call

Libby Gallant

1. Consent Agenda * - Red Tab

- a) Approval of the November 13, 2018 Minutes
- b) Executive Update – December 2018
- c) Bed Tax Collections (*County Financials*)
- d) Committee Updates & Appointments/Reappointments
 - a. Advisory Committee Guidelines Revision
- e) Mid-Florida Marketing & Research Data
 - a. OCC/ADR November Report

2. »Finance & Human Resources * - Green Tab

- a) December 2018 Board Financial Packet
- b) FY 2017-18 Audit Report
- c) Performance Appraisal & Salary of Executive Director

Jane Holland

**Zach Chalifour
Samir Naran**

3. The Brandon Agency - Yellow Tab

- a) 2018/19 Campaign Update
- b) » 2018/19 Media Plan

**Kay Galloway
Andy Kovan
Shelby Greene**

4. Annual Tourism Event Update - Blue Tab

- a) » 2019 Spring Daytona Turkey Run
- b) » 2019 P1 Aqua X *
- c) » 2019 Jeep Beach *

**Kay Galloway
Jennifer Labonte
Michelle Petro
Charlene Greer
Freddie Smith**

5. Partner Updates

- a) Ocean Center
- b) Daytona Beach International Airport

**Tim Buckley
Jay Cassens**

6. Unfinished Business – Purple Tab

- a) Strategic Planning Draft Notes *

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7. New Business – Pink Tab

- a) » Mid-Florida Marketing & Research contract renewal *

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8. Public Participation

Libby Gallant

- ADJOURN -

The next meeting is March 19, 2019 at International Speedway Corporation, One Daytona Blvd, Daytona Beach

» 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."