

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

Tuesday, March 19, 2019 • 2:00 PM • International Speedway Corporation, One Daytona Blvd., Daytona Beach, FL 32114

AGENDA

Opening and Roll Call

Libby Gallant

1. Consent Agenda * - Red Tab

- a) Approval of the January 15, 2019 Minutes
- b) Executive Update – February 2019
- c) SimpleView - January
- d) Golf Analytics - January
- e) Bed Tax Collections (*County Financials*)
- f) Advisory Committee Updates
- g) Mid-Florida Marketing & Research Data
 - a. November 2018 Visitors Profile
 - b. November 2018 Visitors Trends Monthly Report
 - c. November 2018 At-a-Glance Report
 - d. December 2018 Visitors Profile
 - e. December 2018 At-a-Glance Report
 - f. January 2019 ADR/OCC

2. Financials * - Green Tab

Lori Campbell Baker

- a) January 2019 Board Financial Packet

3. The Brandon Agency - Yellow Tab

**Kay Galloway
Andy Kovan**

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

4. Annual Tourism Events Update - Blue Tab

**Kay Galloway
John Cameron
AJ Handler**

- a) >> The City of Daytona Beach Summer Entertainment Series *
- b) >> Pro Watercross Tour Stop *

5. Simpleview

**Kay Galloway
Kelly Engle**

- a) Website Refresh

6. Partner Updates

**Tim Buckley
Jay Cassens**

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

7. Unfinished Business – Purple Tab

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8. New Business – Pink Tab

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- a) Move HAAA Meetings from Tuesday
 - i. Proposed New Dates

9. Public Participation

Libby Gallant

- ADJOURN -

**The next meeting is Monday, May 20, 2019 at International Speedway Corporation,
One Daytona Blvd, 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."