

HUMAN RESOURCE ADVISORY COMMITTEE

March 5, 2019

9:00 AM

CVB 1st Floor Conference Room

AGENDA

- | | |
|---|-------------------|
| 1. Call to Order | Samir Naran |
| 2. Roll Call & Welcome | Christy Zimmerman |
| 3. Approve December 5, 2018 Minutes* | Samir Naran |
| 4. Unfinished Business | |
| a. AUE update | |
| 5. New Business | |
| a. Marketing position update | |
| b. Financial Controller position update | |

- ADJOURN -

» 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.