

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

Wednesday, July 17, 2019 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort in Ponce De Leon room , 100 N. Atlantic Ave., Daytona Beach, FL 32118

**AGENDA**

**Opening and Roll Call**

**Linda Bowers**

**1. Consent Agenda \* - Red Tab**

- a) Approval of the May 20, 2019 & June 17, 2019 Minutes
- b) Executive Update -June 2019
- c) May 2019 Bed Tax Collections (*County Financials*)
- d) HAAA Committee Updates
- e) HAAA Committee Applications
- f) May 2019 Simpleview Analytics
- g) May 2019 Golf Analytics
- h) Mid-Florida Marketing & Research Data
  - a. March 2019 Visitors Profile
  - b. March 2019 Monthly Report Addendum
  - c. March 2019 At-A-Glance report
- i) Employee Handbook Update

**2. »Finance & Human Resources \* - Green Tab**

- a) May 2019 Board Financial Packet \*

**Lori Campbell Baker**

**3. » 2019-2020 Budget and Marketing Plan Approval \***

**Lori Campbell Baker**

**4. Annual Tourism Event Update - Blue Tab**

- a) Symetra Tour Championship
- b) Challenge Daytona triathlon \*

**Kay Galloway  
Ryan Ronk  
Lou Cantin**

**5. The Brandon Agency - Yellow Tab**

- a) 2018-2019 Campaign Update
- b) » 2019-2020 Campaign Media Planning \*

**Kay Galloway  
Andy Kovan  
Shelby Selner**

**6. Partner Updates**

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

**Tim Buckley  
Jay Cassens**

**7. Unfinished Business - Purple Tab**

- a) Mid-Florida Marketing Research
  - May 2019 OCC/ADR
- b) » The Brandon Agency Contract \*
- c) » Insurance \*

**Linda Bowers  
Evelyn Fine**

**Kay Galloway  
Lori Campbell Baker**

**8. New Business - Pink Tab**

**Linda Bowers**

**9. Public Participation**

**Linda Bowers**

**- ADJOURN -**

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**The next meeting is September 18, 2019 at International Speedway Corporation, One Daytona Blvd., Daytona Beach, FL 32114**

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» 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."