AGENDA

1. Call to Order
2. Roll Call
3. Public Participation
4. Consent Agenda *
   a) Approval of the March 3, 2020 Minutes
   b) February and March Simpleview Analytics
   c) Mid-Florida Marketing & Research Data
      i. February 2020 OCC/ADR report
      ii. December 2019 Visitor Profile report
      iii. December 2019 Monthly Trend report
5. Consumer Marketing
   a) Current Conditions- Kay Galloway, Scott Brandon, Andy Kovan, Shelby Selner, Christie DeAntonio
   b) Consumer Advertising Campaign – Scott Brandon, Andy Kovan, Shelby Selner, Christie DeAntonio
      i. Immediate Response Plan
      ii. Relaunch Plan *
6. Research
   a) Situation Analysis – Evelyn Fine
7. Department Updates
   a) Marketing & Design - Kay Galloway
   b) Communications/PR - Kate Holcomb
   c) Group Sales - Linda McMahon
8. New Business
9. Adjourn

NEW - The next meeting will be a BUDGET WORKSHOP on June 3rd, 2020, at 2:00 PM. Meeting location: TBD

*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.