

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 15, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

## AGENDA

1. **Call to Order** Androse Bell
2. **Roll Call** Androse Bell
3. **Public Participation** Androse Bell
4. **»\* 2024/2025 HAAA Board Elections** Lori Campbell Baker
  - a) »\* Chair
  - b) »\* Vice-Chair
  - c) »\* Secretary/Treasurer
5. **»\* Consent Agenda** Androse Bell
  - a) Approval of the March 20, 2024, Meeting Minutes
  - b) April 2024 Executive Update
  - c) March 2024 County Bed Tax Collection Report
  - d) March 2024 Simpleview Digital Marketing Report Report
  - e) April 2024 End-of-Month Social Media/eNewsletter/Blog Report
  - f) March 2024 Zartico Visitor Profile Report
  - g) March & April 2024 Group Sales Activity Report
  - h) March 2024 AirDNA Summary Report
  - i) CVB Media Coverage Report March - April 2024
  - j) HAAA Committee Applications & Reappointments
  - k) Biketoberfest@ Licensing Agreement
  - l) TEAMS '24 Sponsorship
  - m) Compete Sports Diversity Sponsorship
  - n) Ocean Center Update
  - o) Daytona Beach International Airport Update
6. **Executive Report – Lori Campbell Baker** Androse Bell
7. **Department Updates** Androse Bell
  - a) Group Sales – Brenda Redmon
    1. »\* July – September 2024 HAT Marketing Agreement
  - b) Communications/PR – Andrew Booth
  - c) Marketing & Design – Kay Galloway
8. **2024-2025 Budget Overview** Androse Bell
9. **Standing Committees**
  - a) **Sports Committee** Brandon Little
    1. »\* Sports Funding Application & Guidelines
  - b) **Advertising Committee** Kay Galloway
    1. **The Zimmerman Agency** - Spencer Gibboney & Amy Shackelford
      - a. 2023-2024 Consumer Marketing & Campaign Recap
      - b. 2024/2025 Planning Strategy
10. **Reports of Officers**
  - a) **Secretary/Treasurer** Chuck Grimes
    1. **Finance – Chuck Grimes**
      - a. March 2024 Board Financials
11. **New Business** Androse Bell
12. **Adjourn** Androse Bell

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### UPCOMING DATES:

**June 26, 2024, at 2:00 pm – Budget Workshop**

**July 17, 2024 - Meeting**

**Location: Daytona Beach Area CVB, Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176**

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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."