

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

Monday, May 20, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located at One Daytona Blvd., Daytona Beach, FL 32114.

AGENDA

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| Opening and Roll Call | Libby Gallant |
| 1. Board Elections* | Lori Campbell Baker |
| a) Chair | |
| b) Vice Chair | |
| c) Secretary/Treasurer | |
| 2. Consent Agenda * - Red Tab | |
| a) Approval of the March 19, 2019 Minutes | |
| b) Executive Update –April 2019 | |
| c) Simpleview – March 2019 | |
| d) Golf Analytics - March 2019 | |
| e) Bed Tax Collections – March 2019 (<i>County Financials</i>) | |
| f) HAAA Committee Updates and Applications for reappointment | |
| 3. The Brandon Agency - Yellow Tab | Kay Galloway |
| a) 2018-2019 Media Plan Update | Andy Kovan / Christie DeAntonio |
| b) 2019-2020 Campaign Media Strategy * | Shelby Selner |
| 4. Website Refresh <u>Hard stop at 2:30pm</u> | Kay Galloway |
| a) Simpleview – Findings report | |
| 5. Annual Tourism Event Update - Blue Tab | Kay Galloway |
| a) » Friends of the Bandshell 2019 | Dino Paspalakis |
| 6. Finance & Human Resources - Green Tab | Lori Campbell Baker |
| a) Introduction of Chuck Grimes as new Finance Director | |
| b) March 2019 Board Financial Packet * | |
| i. Ocean Center Promotional Fund (2017-18 invoice has been paid) | |
| ii. » Authorization to pay Oct-Dec 2018 invoice and quarterly going forward * | |
| c) AUE Update * | Chuck Grimes |
| d) Operations Job Description from AUE Staffing * | Chuck Grimes |
| 7. Partner Updates | Tim Buckley |
| a) Ocean Center | Jay Cassens |
| b) Daytona Beach International Airport | |
| 8. Unfinished Business - Purple Tab | Libby Gallant |
| a) Mid-Florida Marketing Research | Evelyn Fine |
| i. Focus Group Results from Nashville and Houston | |
| ii. OCC/ADR March Report | |
| b) » 2019-20 research strategy and needs * | Lori Campbell Baker |
| c) » Renewal of The Brandon Agency Contact * | Kay Galloway |
| 9. New Business - Pink Tab | Libby Gallant |
| 10. Public Participation | Libby Gallant |

- ADJOURN -

The next HAAA Budget & Marketing Plan Workshop is at 2 p.m. Monday, June 17, 2019 at International Speedway Corporation's Daytona 500 Room, 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."