

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

Wednesday, September 18, 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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| 1. Call to Order | Linda Bowers |
| 2. Roll Call | Linda Bowers |
| 3. Consent Agenda * | Linda Bowers |
| a) 2020 HAAA meeting dates | |
| b) Approval of the July 17, 2019 Minutes | |
| c) Executive Update – August | |
| d) July 2019 Bed Tax Collection Report | |
| e) HAAA Advisory Committee Updates | |
| 1. Group sales activities and sponsorships per approved budget | |
| f) HAAA Committee Applications & Reappointments | |
| g) July 2019 Simpleview Analytics | |
| h) July 2019 Golf Analytics | |
| i) Mid-Florida Marketing & Research, Inc. Data | |
| j) Biketoberfest@ Media & Creative | |
| k) Daytona Beach International Airport Update | |
| l) Ocean Center Update | |
| 4. Reports of Officers | |
| a) Secretary/Treasurer | Andreose Bell |
| 1. Finance – Chuck Grimes | |
| a. July 2019 Board Financial Packet | |
| b. »* Insurance Renewal | |
| 5. Standing Committees | |
| a) Advertising Committee | Steve Farley |
| 1. The Brandon Agency - Andy Kovan & Shelby Selner | |
| a. 2018-2019 Campaign Update | |
| b. »* 2019-2020 Consumer Media Plan | |
| c. »* Simpleview Pay-Per-Click Contract | |
| 2. Daytona Turkey Run - Jennifer LaBonte | |
| b) Biketoberfest@ Committee - Tom Guest | |
| 1. Sponsorships | |
| a. * GEICO | |
| b. * Southern Stone Communications | |
| c) Group Sales Committees – Lori Campbell Baker | |
| 1. Meetings & Conventions | |
| a. »* HelmsBriscoe Membership | |
| 2. Tour & Travel | |
| a. »* HAT Marketing | |
| b. »* hotelbeds Marketing Opportunities | |
| 3. Sports | |
| d) Arts, Culture & Heritage Tourism Advisory Committee – Kate Holcomb | |
| 6. Partner Updates | Linda Bowers |
| a) Mid-Florida Marketing & Research Inc. - Evelyn Fine | |
| 7. Unfinished Business | Linda Bowers |
| a) »* Challenge DAYTONA Triathlon – Kay Galloway | |
| 8. New Business | Linda Bowers |
| 9. Public Participation | Linda Bowers |
| 10. Adjourn | Linda Bowers |

**The next meeting is November 20, 2019 at International Speedway Corporation, 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."