

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 15, 2025 • 2:00 PM • Daytona Beach Area CVB
Oeasnde Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** **Jim Jaworski**
 2. **Roll Call** **Jim Jaworski**
 3. **Public Participation** **Jim Jaworski**

 4. **»* Consent Agenda** **Jim Jaworski**
 - a) Approval of the November 20, 2024, Meeting Minutes
 - b) December 2024 Executive Update
 - c) November 2024 County Bed Tax Collection Report
 - d) CVB Media Coverage Report November – December 2024
 - e) December 2024 End-of-Month Social Media/eNewsletter/Blog Report
 - f) December 2024 End-of-Month Group Sales Social Media Report
 - g) December 2024 Group Sales Activity Report
 - h) December 2024 Partner Referral Report
 - i) November 2024 Zartico Visitor Profile
 - j) November 2024 The Zimmerman Agency SEO & SEM Report
 - k) Committee Appointments
 - l) Ocean Center Update
 - m) Daytona International Airport Update

 5. **Executive Report – Lori Campbell Baker** **Jim Jaworski**

 6. **Department Updates** **Jim Jaworski**
 - a) Group Sales – Brenda Redmon
 1. »* HelmsBriscoe Agreement
 - b) Marketing & Design – Kay Galloway
 - c) Communications/PR – Andrew Booth

 7. **CVB Website Advertising** **Jim Jaworski**
 - a) »* Destination Travel Network (DTN) - Paul Franke, Jr. with Simpleview

 8. **Standing Committees** **Kay Galloway**
 - a) **Advertising Committee**
 1. **The Zimmerman Agency** - Amy Shackelford, Spencer Gibboney
 - a. Consumer Marketing & Campaign Recap
 - b. »* Q3 & Q4 Media
 - c. Daytona Beach Bike Week Update
 - b) **HR Committee**
 1. »* Executive Director Review – Samir Naran
 2. »* Employee Retention Strategies

 9. **»* Agency of Record Contract Discussion** – Kay Galloway **Jim Jaworski**

 10. **Reports of Officers** **Jim Jaworski**
 - a) **Secretary/Treasurer**
 1. **Finance – Chuck Grimes**
 - a. November 2024 Board Financial Packet
 - b. FY 2023-2024 Audit Report – Zach Chalifour with James Moore & Co.
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11. **New Business** **Jim Jaworski**
12. **Adjourn** **Jim Jaworski**

UPCOMING DATES:

March 19, 2025, at 2:00 pm – Meeting

May 21, 2025, at 2:00 pm – Meeting

Location: Oeasnde Executive Center

140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

» 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."