

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 21, 2026 • 2:00 PM • Daytona Beach Area CVB  
Oeanside 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. **»\* HAAA Board Election** Lori Campbell Baker
  - a) **»\* Vice-Chair**
5. **»\* Consent Agenda** Jim Jaworski
  - a) Approval of the November 19, 2025, Meeting Minutes
  - b) December 2025 Executive Update
  - c) November 2025 County Bed Tax Collection Report
  - d) CVB Media Coverage Report November – December 2025
  - e) December 2025 End-of-Month Social Media/eNewsletter/Blog Report
  - f) December 2025 End-of-Month Group Sales Social Media Report
  - g) December 2025 Partner Referral Report
  - h) November 2025 Zartico Visitor Profile
  - i) November 2025 The Zimmerman Agency SEO & SEM Report
  - j) Biketoberfest@ Recap Report
  - k) Committee Appointments
  - l) Meetings & Conventions Sponsorships (see packet)
  - m) Ocean Center Update
  - n) Daytona International Airport Update
  
6. **Executive Report:** Lori Campbell Baker Jim Jaworski
  
7. **Department Updates** Jim Jaworski
  - a) Finance: Chuck Grimes
    1. FY 2024-2025 Audit Report: Zach Chalifour with James Moore & Co.
  - b) Group Sales: Brenda Redmon
    1. »\* Incentive Live Lunch Sponsorship
  - c) Marketing: Kay Galloway
  - d) Communications/PR: Andrew Booth
  
8. **»\* Civitas Contract** Jim Jaworski
9. **»\* Agency of Record Contract:** Kay Galloway Jim Jaworski
10. **Standing Committees** Kay Galloway
  - a) **Advertising Committee**
    1. **The Zimmerman Agency:** Spencer Gibboney & Cara Spradley
      - a. Consumer Marketing & Campaign Recap
      - b. »\* Q3 & Q4 Media
      - c. »\* Experiential Opportunities
      - d. Daytona Beach Bike Week Update
    2. **»\* Dogwood Festival**
  - b) **HR Committee** Chuck Grimes
    1. **»\* Executive Director Review:** Samir Naran
  
11. **Reports of Officers** Jim Jaworski
  - a) **Secretary/Treasurer**
    1. **Finance: Chuck Grimes**
      - a. November 2025 Board Financial Packet
  
12. **New Business** Jim Jaworski
  - a) **AI Discussion** Lori Campbell Baker
13. **Adjourn** Jim Jaworski

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### UPCOMING DATES:

**March 18, 2026, at 2:00 pm – Meeting**

**May 20, 2026, at 2:00 pm - Meeting**

**Location: Oceanside Executive Center**

**140 South Atlantic Avenue, FL 5, 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."