

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 20, 2026 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

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

4. **»* HAAA Board Elections** Lori Campbell Baker
 - a) »* Chair
 - b) »* Vice-Chair
 - c) »* Secretary/Treasurer

5. **»* Consent Agenda** Jim Jaworski
 - a) Approval of the March 18, 2026, Meeting Minutes
 - b) April 2026 Executive Update
 - c) March 2026 County Bed Tax Collection Report
 - d) April 2026 End-of-Month Social Media/eNewsletter/Blog Report
 - e) April 2026 End-of-Month Social Media Report – Group Sales
 - f) April 2026 Partner Referral Report
 - g) March 2026 Zartico Visitor Profile Report
 - h) March 2026 SEO/SEM Report – The Zimmerman Agency
 - i) CVB Media Coverage Report March - April 2026
 - j) HAAA Committee Applications & Reappointments
 - k) Vimeo Agreement
 - l) Sprout Social Platform Agreement
 - m) Sprout Social: Social Profiles Agreement
 - n) TEAMS Conference and Expo Sponsorship
 - o) Florida Sports Foundation Sponsorship
 - p) Cision PR Newswire Agreement
 - q) Ocean Center Update
 - r) Daytona Beach International Airport Update

6. **Executive Update** Lori Campbell Baker
 - a) 2026-2027 Budget Overview

7. **Department Updates** Jim Jaworski
 - a) Group Sales – Brandon Little
 - b) Communications/PR – Andrew Booth
 1. »* Laurie Rowe & Company (Paradise Advertising)
 - c) Marketing – Kay Galloway
 1. »* National Folk Festival RFP Submission and Funding
 2. »* Jenni Craig & Co. Agreement

8. **Downs & St. Germain Research** Jim Jaworski
 - a) January-March 2026 Visitor Profile & Economic Impact Report: Joseph St. Germain
 - b) 2025 Visitor Profile & Economic Impact Report

9. **Standing Committees**
 - a) **Meetings & Conventions Committee** Brenda Redmon
 1. »* Paradise Marketing Agreement
 - b) **Advertising Committee** Kay Galloway
 1. **The Zimmerman Agency** - Spencer Gibboney & Amy Shackelford
 - a. Consumer Marketing & Campaign Recap

10. **Reports of Officers**
 - a) **Secretary/Treasurer** Chuck Grimes
 1. **Finance – Chuck Grimes**
 - a. March 2026 Board Financials

11. **New Business** Jim Jaworski
12. **Adjourn** Jim Jaworski

UPCOMING DATES:

June 17, 2026, at 2:00 pm – Budget Workshop

July 8, 2026 - Meeting

Location: Daytona Beach Area CVB, Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, 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."