HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 21, 2025 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

2. Roll Call & Introductions jim jaworski 3. Public Participation jim jaworski 4. ** 2027/2026 HAAA Board Elections Lori Campbell Baker a) ** Chair b) ** Vice Chair c) ** Secretary/Treasurer jim jaworski a) ** Chair jim jaworski a) ** Consent Agenda jim jaworski a) Approval of the March 19, 2025, Meeting Minutes jim jaworski b) April 2025 Executive Update jim jaworski c) March 2025 Stol/SEM Meport - Group Sales jim jaworski j) April 2025 End-of-Month Social Media Report - Group Sales jim jaworski j) March 2025 Stol/SEM Report - The Jimmerman Agency jim Jaworski j) March 2025 Stol/SEM Report - The Jimmerman Agency jim jaworski j) Daytona Beach International Airport Update jim jaworski a) Strategie Plan Refresi: 2025-2028 jim jaworski a) Strategie Plan Refresi: 2025-2028 jim jaworski a) Croup Sales - Brenda Redmon jim jaworski b) Communications/PR - Andrew Booth jim jaworski j) Downs & St. Germain Research jim jaworski j) April 2024-March 2025 Vistor Profile & Economic Impact Report: Joseph St. Germain jim jaworski j) Apu	1.	Call to O	rder	Jim Jaworski
4. **2025/2026 HAAA Board Elections Lori Campbell Baker a) ** Vice-Chair j>* Secretary/Treasurer Jim Jaworski a) Approval of the March 19, 2025, Meeting Minutes Jim Jaworski b) April 2025 Executive Update Jim Jaworski c) March 2025 County Bed Tax Collection Report Jamil 2025 Executive Update Jim Jaworski c) April 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sales Jamil 2025 End-of-Month Social Media Report - Group Sale Sale Media Collection Report - Group Sale Sale Sale Month Collection Report - Group Sale Sale Sale Sale Sale Sale Sale Sale	2.	Roll Call & Introductions		Jim Jaworski
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UPCOMING DATES: June 18, 2025, at 2:00 pm – Budget Workshop & Strategic Plan Board Session

July 16, 2025 - 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."