

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

1. **Call to Order** Jim Jaworski
2. **Roll Call & Introductions** Jim Jaworski
3. **Public Participation** Jim Jaworski
4. **»* 2025/2026 HAAA Board Elections** Lori Campbell Baker
 - a) »* Chair
 - b) »* Vice-Chair
 - c) »* Secretary/Treasurer
5. **»* Consent Agenda** Jim Jaworski
 - a) Approval of the March 19, 2025, Meeting Minutes
 - b) April 2025 Executive Update
 - c) March 2025 County Bed Tax Collection Report
 - d) April 2025 End-of-Month Social Media/eNewsletter/Blog Report
 - e) April 2025 End-of-Month Social Media Report – Group Sales
 - f) April 2025 Partner Referral Report
 - g) March 2025 Zartico Visitor Profile Report
 - h) March 2025 SEO/SEM Report – The Zimmerman Agency
 - i) CVB Media Coverage Report March - April 2025
 - j) HAAA Committee Applications & Reappointments
 - k) Cision PR Newswire Agreement
 - l) Daytona Beach TEAMS Expo Golf Sponsorship
 - m) Ocean Center Update
 - n) Daytona Beach International Airport Update
6. **Executive Update – Lori Campbell Baker** Jim Jaworski
 - a) Strategic Plan Refresh: 2025-2028
 - b) 2025-2026 Budget Overview
7. **Department Updates** Jim Jaworski
 - a) Group Sales – Brenda Redmon
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway
8. **»* Downs & St. Germain Research Contract Renewal** Jim Jaworski
9. **Downs & St. Germain Research** Jim Jaworski
 - a) January-March 2025 Visitor Profile & Economic Impact Report: Joseph St. Germain
 - b) April 2024-March 2025 Visitor Profile & Economic Impact Report
 - c) 2024 Economic Impact of Tourism on Volusia County
 - d) 2025 Daytona Beach Bike Week Survey
10. **Standing Committees**
 - a) **Sports Committee** Brandon Little
 1. »* CLASH DAYTONA
 - b) **Advertising Committee** Kay Galloway
 1. **The Zimmerman Agency** - Spencer Gibboney & Amy Shackelford
 - a. Consumer Marketing & Campaign Recap
 - b. »* Additional Media Placements
11. **Reports of Officers**
 - a) **Secretary/Treasurer** Chuck Grimes
 1. **Finance – Chuck Grimes**
 - a. March 2025 Board Financials
12. **New Business** Jim Jaworski
13. **Adjourn** Jim Jaworski

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."