

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 17, 2024 • 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** Andrese Bell
2. **Roll Call** Andrese Bell
3. **Public Participation** Andrese Bell

4. **»* Consent Agenda** Andrese Bell
 - a) Approval of the November 15, 2023, Meeting Minutes
 - b) December 2023 Executive Update
 - c) November 2023 County Bed Tax Collection Report
 - d) CVB Media Coverage Report November – December 2023
 - e) December 2023 Simpleview Digital Marketing Report
 - f) December 2023 End-of-Month Social Media/eNewsletter/Blog Report
 - g) December 2023 Group Sales Activity Report
 - h) November 2023 Zartico Visitor Profile
 - i) Committee Appointments
 - j) Ocean Center Update
 - k) Daytona International Airport Update

5. **Executive Report – Lori Campbell Baker** Andrese Bell

6. **Department Updates** Andrese Bell
 - a) Group Sales – Linda McMahon
 1. »* January – March 2024 HAT Marketing Agreement
 2. HAT Marketing Update
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway
 1. »* Biketoberfest® Sponsorship: Diamond Motorcycle Seats
 2. Visitor Profile – Shannon Gray: Gray Research Solutions

7. **Reports of Officers**
 - a) **Secretary/Treasurer** Jim Jaworski
 1. **Finance – Chuck Grimes**
 - a. November 2023 Board Financial Packet
 - b. FY 2022-2023 Audit Report – Zach Chalifour with James Moore & Co.

8. **Standing Committees**
 - a) **Advertising Committee** Kay Galloway
 1. **The Zimmerman Agency** - Amy Shackelford, Spencer Gibboney
 - a. Consumer Marketing & Campaign Recap
 - b. »* Q3 & Q4 Media
 - c. »* Brand Activation

9. **Daytona Beach Bike Week Update – Janet Kersey** Andrese Bell

10. **Mid-Florida Marketing & Research** Andrese Bell
 - a) July • August • September Quarterly Visitor Profile – Evelyn Fine

11. **New Business** Andrese Bell
12. **Adjourn** Andrese Bell

UPCOMING DATES:

March 20, 2024, at 2:00 pm – Meeting

May 15, 2024, at 2:00 pm - Meeting

Location: Oceanside 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."