

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, January 18, 2023 • 2:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 – 2nd Floor Boardroom

AGENDA

1. **Call to Order** **Androse Bell**
2. **Roll Call** **Androse Bell**
3. **Public Participation** **Androse Bell**

4. **»* Consent Agenda** **Androse Bell**
 - a) Approval of the November 16, 2022, Meeting Minutes
 - b) December 2022 Executive Update
 - c) November 2022 County Bed Tax Collection Report
 - d) CVB Media Coverage Report November – December 2022
 - e) Simpleview Analytics for DaytonaBeach.com
 - f) Connect Marketplace Sponsorship
 - g) End-of-Month Social Media/eNewsletter/Blog Report
 - h) December 2022 Group Sales Activity Report
 - i) Ocean Center Update
 - j) Daytona International Airport Update

5. **Executive Report – Lori Campbell Baker** **Androse Bell**
6. **Coastal Recovery Updates**
 - a) Deputy County Manager Suzanne Konchan
 - b) Public Works & Utilities City of Daytona Beach

7. **Reports of Officers**
 - a) **Secretary/Treasurer** **Steve Farley**
 1. **Finance – Chuck Grimes**
 - a. November 2022 Board Financial Packet
 - b. FY 2021-2022 Audit Report – Zach Chalifour with James Moore & Co.

8. **Standing Committees**
 - a) **Advertising Committee** **Josh Harris**
 1. **Tourism Event Funding**
 - a. »* World Pickleball Tournament – Ivan Baron
 - b. »* Daytona Beach Art Fest – Theresa Lieberman
 - c. »* USA BMX – John David
 2. **The Zimmerman Agency** - Amy Shackelford, Spencer Gibboney
 - a. 2022-2023 Consumer Marketing & Campaign Recap
 - b. »* Q3 Media
 - c. Daytona Beach Bike Week
 - d. »* Activation Opportunities
 - b) **HR Committee** **Samir Naran**
 1. »* Executive Director Review

9. **Department Updates** **Androse Bell**
 - a) Group Sales – Linda McMahon
 1. »* March – June 2023 HAT Marketing Agreement
 2. »* HotelBeds 2023 Forever Florida Co-Op Opportunity – Joe Sheller
 3. DigitalEdge Update
 4. HAT Marketing Update
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway

10. **Mid-Florida Marketing & Research** **Androse Bell**
 - a) July – September 2022 Quarterly Visitor Profile – Evelyn Fine
11. **New Business** **Androse Bell**
12. **Adjourn** **Androse Bell**

UPCOMING DATES:

March 22, 2023, at 2:00 pm – Meeting

May 17, 2023, at 2:00 pm – Meeting

Location: TBD

» 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."