

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
STRATEGIC PLANNING WORKSHOP**

Wednesday, February 9, 2022 • 2:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103C

The Halifax Area Advertising Authority workshop was called to order by Vice-Chair Androse Bell at 2:00 pm, February 9, 2022. Jennifer Sims took attendance. The following Board members were present: Androse Bell, Linda Bowers, Steve Farley, Jim Jaworski, Blaine Lansberry, and John Phillips. Jim Berkley, John Betros, Josh Harris, and Samir Naran were absent.

Guests:

Jim Abbott, Robert Burnetti, Christie DeAntonio, Brittany Farella, Libby Gallant, Shelley Green, Suzanne Heddy, Andy Kovan, Kate Sark, Shelby Selner, Stephanie Spadea, and Katherine Thompson. Susan Cerbone, Stephen Childress, Deric Feacher, Shelley Szafraniec, and attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Chuck Grimes, Kay Galloway, Linda McMahon, Jennifer Sims, and Connor Rand. Kate Holcomb and Tangela Boyd attended via Zoom Video Conferencing Software.

Public Participation

None

The Brandon Agency Update

Andy Kovan, Shelby Selner, and Christie DeAntonio presented two concepts for the updated campaign/media recommendations for the Rising HouseHold Income Traveler.

HAAA Strategic Planning Session with MMGY

Shelley Green with MMGY presented the Strategic Plan. The plan covered the Vision Statement, Mission, Goals, Initiatives, and Targets. The areas included are Sales and Marketing, Destination Management, Destination Alignment, and Effective Organization.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:18 pm.

Submitted by Jennifer Sims, Marketing Systems Manager