
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: 103ABC

AGENDA

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| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. The Brandon Agency Update
- Andy Kovan, Shelby Selner, Christie DeAntonio | Jim Berkley |
| 5. HAAA Strategic Planning Session with MMGY
- Shelly Green | Lori Campbell Baker |
| 6. New Business | Jim Berkley |
| 7. Adjourn | Jim Berkley |

UPCOMING DATES:

March 23, 2022, at 2:00 pm – Meeting

May 18, 2022, at 2:00 pm – Meeting

Location:

Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118. Room: 103ABC

» 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."