

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BOARD  
& ADVERTISING COMMITTEE WORKSHOP**

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Wednesday, February 19, 2020 • 2:00 PM • Residence Inn by Marriott Daytona Beach Oceanfront,  
3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118

**AGENDA**

- 1. Opening and Roll Call** **Linda Bowers**
  
- 2. Discussion- Lori Campbell Baker**
  - a) Industry Update**
    - 1. Arrivalist Conversion Data – Ktimene Axetell**
    - 2. Conversion Study – Evelyn Fine**
  - b) The Brandon Agency**
  - c) Mid-Florida Marketing & Research**
  
- 3. Public Participation** **Linda Bowers**
  
- 4. Adjourn** **Linda Bowers**

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**The next HAAA Board meeting is March 18, 2020 at Daytona Beach Convention & Visitors  
Bureau, 126 East Orange Avenue, Daytona Beach, FL 32114**

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» 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."