

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, March 20, 2024 • 2:00 PM • Daytona Beach Area CVB
Oceanside 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 January 17, 2024, Meeting Minutes
 - b) February 2024 Executive Update
 - c) January 2024 County Bed Tax Collection Report
 - d) CVB Media Coverage Report January – February 2024
 - e) February 2024 End-of-Month Social Media/eNewsletter/Blog Report
 - f) January 2024 Zartico Visitor Profile
 - g) January 2024 Group Sales Activity Report
 - h) Biketoberfest@ 2023 Recap
 - i) Group Sales Sponsorship – MPI North Florida 3rd Annual Spring Golf Classic
 - j) Committee Appointments
 - k) Ocean Center Update
 - l) Daytona Beach International Airport Update

5. **Executive Report – Lori Campbell Baker** Andrese Bell
6. **Update from the Daytona Beach City Manager, Deric Feacher** Andrese Bell
7. **Department Updates** Andrese Bell
 - a) Group Sales
 1. »* April – June 2024 HAT Marketing Agreement
 2. DigitalEdge Update
 - b) Communications/PR – Andrew Booth
 1. »* Laurie Rowe Communications
 - c) Marketing & Design – Kay Galloway

8. **Reports of Officers**
 - a) **Secretary/Treasurer** Jim Jaworski
 1. **Finance – Chuck Grimes**
 - a. January 2024 Board Financial Packet

9. **Standing Committees**
 - a) **Sports Committee** Brandon Little
 1. »* **US Senior Pickleball – Ford Roberson**
 2. »* **Sports Event Funding Guidelines**
 - b) **Advertising Committee** Kay Galloway
 1. »* **Tourism Events Application & Funding Guidelines**
 2. **Tourism Events**
 - a. Spring Turkey Run Update – James Richards
 - b. Jeep Beach Update – Charlene Greer
 - c. Friends of the Bandshell Summer Concert Series Update – Dino Paspalakis
 3. **The Zimmerman Agency**
 - a. Campaign Updates
 - c) **HR Committee** Samir Naran
 1. »* CVB Staffing Adjustments & Strategy

10. **Mid-Florida Marketing & Research** Andrese Bell
 - a) Economic Impact of 2023 Special Events – Evelyn Fine

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

UPCOMING DATES:

May 15, 2024, at 2:00 pm – Meeting
June 26, 2024, at 2:00 pm – Budget Workshop
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."