

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) REGULAR MEETING

Wednesday, May 18, 2022 • 12:00 PM • Daytona International Speedway
1801 West International Speedway Boulevard, Daytona Beach, FL 32114 Midway Suite 236

AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **Public Participation** Jim Berkley
4. **»* 2022/2023 HAAA Board Elections** Lori Campbell Baker
 - a) **»* Chair**
 - b) **»* Vice-Chair**
 - c) **»* Secretary/Treasurer**
5. **»* Consent Agenda** Jim Berkley
 - a) Approval of the March 23, 2022 Minutes
 - b) April 2022 Executive Update
 - c) March 2022 County Bed Tax Collection Report
 - d) March 2022 Board Financial Packet
 - e) Department Updates
 1. May 2022 Group Sales Activity Report
 2. Communications Media Report March-April 2022
 - f) HAT Marketing Quarterly Update January – March 2022
 - g) DigitalEdge Report of Activities February – May 2022
 - h) Tour & Travel Independent Contractor Agreement
 - i) HAAA Committee Applications & Reappointments
 - j) Ocean Center Update
 - k) Daytona Beach International Airport Update
 - l) The Brandon Agency Consumer Marketing & Campaign Recap
 - m) The Brandon Agency April 2022 End Of Month Reports
6. **Executive Report – Lori Campbell Baker** Jim Berkley
7. **Standing Committees**
 - a) **Advertising Committee** Josh Harris
 1. **Tourism Events**
 - a. **»* P1 AquaX – Michelle Petro**
 - b) **Meetings & Conventions Committee** Linda McMahon
 1. **HAT Marketing**
 - a. **»* HAT Marketing Quarterly Agreement July – September 2022**
8. **»* Advertising Agency Presentations & Selection of Agency of Record** Kay Galloway
 - a) **The Zimmerman Agency**
1:00 pm: Presentation
1:40 pm: Question & Answers
 - b) **Aqua Marketing**
2:00 pm: Presentation
2:40 pm: Question & Answers
 - c) **Starmark**
3:00 pm: Presentation
3:40 pm: Question & Answers
 - d) **The Brandon Agency**
4:00 pm: Presentation
4:40 pm: Question & Answers
9. **New Business** Jim Berkley
10. **Adjourn** Jim Berkley

UPCOMING DATES:

June 15, 2022, at 2:00 pm – Budget Workshop

Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32114 Room: 103BC

July 20, 2022, 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."