

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, May 20, 2020 • 2:00 PM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

1. **Call to Order** Linda Bowers
2. **Roll Call** Linda Bowers
3. **Public Participation** Linda Bowers
4. **2020/2021 HAAA Board Elections*** Lori Campbell Baker
 - a) Chair*
 - b) Vice-Chair*
 - c) Secretary/Treasurer*
5. **Consent Agenda *** Linda Bowers
 - a) Approval of the March 18, 2020 Minutes
 - b) April 2020 Executive Update
 - c) March 2020 Bed Tax Collection Report (*County Financials*)
 - d) HAAA Committee Applications & Reappointments – New Term
 - e) Simpleview Analytics for DaytonaBeach.com
 - f) The Brandon Agency April Data
 - g) Mid-Florida Marketing & Research, Inc. Data
 - h) Daytona Beach International Airport Update
 - i) Ocean Center Update
6. **Reports of Officers**
 - a) **Secretary/Treasurer** Andreose Bell
 1. **Finance – Chuck Grimes**
 - a. March 2020 Board Financial Packet
7. **Standing Committees**
 - a) **Advertising Committee** Steve Farley
 1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
 - a. Immediate Response Plan
 - b. Relaunch Plan*
8. **Department Updates**
 - a) Communications/PR – Kate Holcomb
 - b) Marketing & Design – Kay Galloway
 - c) Group Sales – Linda McMahon
9. **Partner Updates** Linda Bowers
 - a) Mid-Florida Marketing & Research Inc. - Evelyn Fine
10. **Adjourn** Linda Bowers

June 17, 2020, at 2:00 PM - Budget & Marketing Plan Workshop

July 17, 2020, at 2:00 PM - HAAA Board Meeting

MEETING LOCATIONS: 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."