

## ADVERTISING ADVISORY COMMITTEE BUDGET WORKSHOP

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Tuesday, June 6, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

### AGENDA

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|---|--------------|
| 1. Call to Order                                  | Kay Galloway |
| 2. Roll Call                                      | Kay Galloway |
| 3. Public Participation                           | Kay Galloway |
| 4. Welcome New Committee Members                  | Kay Galloway |
| 5. 2023-2024 Marketing Department Budget Overview | Kay Galloway |
| 6. New Business                                   | Kay Galloway |
| 7. Adjourn  | Kay Galloway |

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### UPCOMING DATES:

July 11, 2023, at 3:00 PM – Meeting

August 8, 2023, at 3:00 PM – Workshop

Location: Daytona Beach Area Convention & Visitors Bureau

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» Requires Public Participation time prior to vote

\* Requires a vote from the Committee

**Mission:** The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

**Goals:**

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.