

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BUDGET WORKSHOP

Wednesday, June 16, 2021 • 2:00 PM • The DAYTONA. Room: Echelon
1870 Victory Circle, Daytona Beach, FL 32114

AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **Public Participation** Jim Berkley
4. **2021/22 Budget Discussion** Lori Campbell Baker
 - a) **Official budget letter from the County**
 - b) **Recap of any recommended changes**
5. **2021/22 Marketing Plan** Lori Campbell Baker
6. **New Business** Jim Berkley
7. **Adjourn** Jim Berkley

UPCOMING DATES:

July 21, 2021, at 2:00 pm - Meeting

Location: Daytona Beach International Airport, 700 Catalina Drive, Daytona Beach, FL 32114 Room: Dennis McGee

September 15, at 2:00 pm - Meeting

Location: Hilton Daytona Beach Oceanfront Resort, 100 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 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."