

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) BUDGET WORKSHOP

Wednesday, June 26, 2024 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

## AGENDA

- |    |                                  |                            |
|----|----------------------------------|----------------------------|
| 1. | <b>Call to Order</b>             | <b>Androse Bell</b>        |
| 2. | <b>Roll Call</b>                 | <b>Androse Bell</b>        |
| 3. | <b>Public Participation</b>      | <b>Androse Bell</b>        |
| 4. | <b>2024/25 Budget Discussion</b> | <b>Lori Campbell Baker</b> |
| 5. | <b>2024/25 Marketing Plan</b>    | <b>Lori Campbell Baker</b> |
| 6. | <b>New Business</b>              | <b>Androse Bell</b>        |
| 7. | <b>Adjourn</b>                   | <b>Androse Bell</b>        |

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### UPCOMING DATES:

**July 17, 2024, at 2:00 pm - Meeting**

**September 18, 2024, at 2:00 pm - Meeting**

**Location: Daytona Beach Area Convention & Visitors Bureau**

**Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176**

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» 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."