

# 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

The Halifax Area Advertising Authority Budget Workshop was called to order by Vice-Chair Jim Jaworski at 2:00 p.m., June 26, 2024. Jennifer Sims took attendance. The following Board members were present: Jim Jaworski, Jonny Magill, John Phillips and Sandra Whittington-Boone. Jim Berkley, John Betros, Megan Butler, Blaine Lansberry, and Samir Naran were absent. Ken Bots attended via Zoom Video Conferencing Software,

## **Guests:**

Jim Abbott, Vicki Foley, Suzanne Heddy, Amy Shackelford, and Sebrina Slack. Spencer Gibboney, Drew Lewis, and Natalie Yablon attended via Zoom Video Conferencing Software.

## **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, Brenda Redmon, Brian Bentley, Sharon Harlow, Shannon Pool, Connor Rand, and Jennifer Sims. Tangela Boyd and Natasha Hardie attended by Zoom Video Conferencing Software.

## **Public Participation**

None

## **2024/2025 Budget Discussion**

### **Budget Discussion**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Chuck Grimes, and Brenda Redmon reviewed the budget breakdown and highlighted items of note.

Following the Budget discussion, the Board recommended the 2024/2025 Budget as presented move forward for approval at the July 17, 2024, HAAA Board meeting.

## **2024/25 Marketing Plan**

Campbell Baker reviewed the 2024/2025 Marketing Plan. The Board had no suggestions for changes.

Following discussion, the Board recommended the 2024/2025 Marketing Plan as presented move forward for approval at the July 17, 2024, HAAA Board meeting.

## **New Business**

None

## **Adjourn**

There being no further business or public participation, the workshop adjourned at 2:30 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager