

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, July 17, 2024 • 2:00 PM • Daytona Beach Area CVB
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Androse Bell
2. **Roll Call** Androse Bell
3. **Public Participation** Androse Bell

4. **»* Consent Agenda** Androse Bell
 - a) Approval of the May 15, 2024, Meeting Minutes
 - b) Approval of the June 26, 2024, Workshop Minutes
 - c) June 2024 Executive Update
 - d) May 2024 County Bed Tax Collection Report
 - e) May – June 2024 Media Report
 - f) May 2024 Simpleview Digital Marketing Report
 - g) May 2024 Zartico Visitor Profile Report
 - h) June 2024 Group Sales Activity Report
 - i) June 2024 End of Month Social/eNewsletter/Blog Report
 - j) June 2024 Partner Referral Report
 - k) Advisory Committee Appointments
 - l) STR Agreement
 - m) Cision (PR Newswire) Agreement
 - n) TravMedia Agreement
 - o) Ocean Center Update
 - p) Daytona Beach International Airport Update

5. **Executive Report** Lori Campbell Baker

6. **»* Fiscal Year 2024/2025 Budget Approval** Androse Bell
7. **»* Fiscal Year 2024/2025 Marketing Plan Approval** Androse Bell

8. **Standing Committees** Androse Bell
 - **Advertising Committee** – Kay Galloway
 - a) **Agreement Renewals**
 1. Simpleview Services
 - a.»* Customer Relationship Management (CRM)
 - b.»* User-Generated Content via Crowdriff
 - c.»* Crowdriff Call-to-Action Add-On
 - d.»* AudioEye
 - e.»* SimpleSupport 5 Plan
 - f.»* Content Management System License (CMS)
 - g.»* Map Publisher Tool
 - h.»* Visit Widget
 - i.»* Simpleview Digital Asset Management Tool (DAM) via Cloudinary
 - 2.»* Pay-Per-Click (PPC)
 - 3.»* Search Engine Optimization
 - b) **The Zimmerman Agency** – Spencer Gibboney & Amy Shackelford
 1. Consumer Marketing & Campaign Update
 - 2.»* Q1 & Q2 Media
 - c) **Biketoberfest® 2024** – Kay Galloway
 - 1.»* Sponsorship Opportunities
 2. Campaign Update

9. **Department Updates** Androse Bell
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Brenda Redmon
 - c) Marketing & Design – Kay Galloway

» 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."

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| 10. Reports of Officers | |
| a) Secretary/Treasurer | Jim Jaworski |
| 1. Finance – Chuck Grimes | |
| a. May 2024 Board Financial Packet | |
| 11. New Business | Androse Bell |
| a) 2025 Meeting & Workshop Dates | |
| 12. Adjourn | Androse Bell |

UPCOMING MEETING DATES:

September 18, 2024, at 2:00 PM

November 20, 2024, at 2:00 PM

Location: Daytona Beach Area CVB

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