

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
STRATEGIC PLANNING WORKSHOP**

Wednesday, August 18, 2021 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Grand Ballroom

AGENDA

- | | |
|--|--------------------|
| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. Discussion on Strategic Planning | Jim Berkley |
| 5. Adjourn | Jim Berkley |

UPCOMING DATES:

September 15, 2021 at 2:00 pm - Meeting

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

November 17, 2021 at 2:00 pm - Meeting

Location: The Plaza Resort & Spa, 600 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."