

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

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

The Halifax Area Advertising Authority Strategic Planning Discussion Workshop was called to order by Chair Jim Berkley at 2:04 p.m., August 18, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, Linda Bowers, Robert Burnetti, Steve Farley, Josh Harris, Jim Jaworski, Samir Naran, and John Phillips. Blaine Lansberry attended via Zoom Video Conferencing Software, and John Betros was absent.

Guests:

Jim Abbott, Andrea Kerr, Karen Kuhn, Norm Pytel, Ana Ventura, and Liz Wittig. Christie DeAntonio, Andy Kovan, and Shelby Selner attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes, and Jennifer Sims.

Public Participation

None

Discussion on Strategic Planning

The Board discussed concepts like branding, destination imaging, and other ways to elevate the success and perception of the destination.

Staff collected input and will distribute a Request For Information to strategic planning firms to get the process started. A number of firms will be presented to the Board for a vote to move forward.

New Business

None

Adjourn

There being no further business, the meeting adjourned at 3:40 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager