

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, September 16, 2020 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort, Grand Ballroom  
100 North Atlantic Avenue, Daytona Beach, FL 32118

## AGENDA

1. **Call to Order** Jim Berkley
2. **Roll Call** Jim Berkley
3. **»\* Consent Agenda** Jim Berkley
  - a) Approval of the July 22, 2020, Meeting Minutes
  - b) August 2020 Executive Update
  - c) July 2020 Bed Tax Collection Report (*County Financials*)
  - d) Simpleview Analytics for DaytonaBeach.com
  - e) The Brandon Agency August Reporting Data
  - f) Mid-Florida Marketing & Research, Inc. Data
  - g) 2021 HAAA Board Meeting & Workshop Dates
  - h) Northstar EsportsTravel Summit Agreement
  - i) HAAA Committee Applications & Reappointments
  - j) Daytona Beach International Airport Update
  - k) Ocean Center Update
4. **Reports of Officers**
  - a) **Secretary/Treasurer** Steve Farley
    1. **Finance – Chuck Grimes**
    - a. July 2020 Board Financial Packet
    - b. »\* Insurance Renewal
5. **Standing Committees**
  - a) **Advertising Committee** Steve Farley
    1. **»\* Tourism Event Funding Request**
    - a. Challenge DAYTONA – Bill Christy
    2. **»\* Simpleview 2020-21 Pay-Per-Click (PPC) Contract** – Kay Galloway
    3. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
    - a. »\* Consumer Marketing & Campaign Recap
  - b) **Meetings & Conventions Committee** Jim Berkley
    1. »\* CVENT Membership/Advertising – Linda McMahon
    2. »\* HelmsBriscoe Agreement – Linda McMahon
6. **Department Updates**
  - a) Communications/PR – Kate Holcomb
  - b) Marketing & Design – Kay Galloway
  - c) Group Sales – Linda McMahon
7. **Unfinished Business** Jim Berkley
  - a) Convention Development Tax – Laura Coleman
8. **New Business** Jim Berkley
9. **Public Participation** Jim Berkley
10. **Adjourn** Jim Berkley

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### UPCOMING DATES:

October 21, 2020 at 2:00 PM – Possible Workshop

November 18, 2020, at 2:00 PM - Meeting

MEETING LOCATIONS: TBD

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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."