

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, September 18, 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** Jim Jaworski
2. **Roll Call** Jim Jaworski
3. **Public Participation** Jim Jaworski
4. **»* Consent Agenda** Jim Jaworski
 - a) Approval of the July 17, 2024, Meeting Minutes
 - b) Approval of the September 4, 2024, Special Meeting Minutes
 - c) August 2024 Executive Update
 - d) July 2024 County Bed Tax Collection Report
 - e) 2025 Meeting & Workshop Dates
 - f) July - August 2024 Media Report
 - g) July 2024 Simpleview Digital Marketing Report
 - h) July 2024 Zartico Visitor Profile Report
 - i) August 2024 Partner Referral Report
 - j) August 2024 End of Month Social/eNewsletter/Blog Report
 - k) August 2024 Group Sales Activity Report
 - l) Ocean Center Update
 - m) Daytona Beach International Airport Update
5. **Executive Report** Jim Jaworski
6. **Department Updates** Jim Jaworski
 - a) Communications/PR: Andrew Booth
 - b) Group Sales: Brenda Redmon
 1. »* Digital Edge Agreement
 2. »* Cvent Agreement
 3. »* HelmsBriscoe Agreement
 4. »* Canadian Representation
 - c) Marketing & Design: Kay Galloway
 1. »* Zartico Service Agreement
 2. »* Zartico Lodging Agreement
7. **Downs & St. Germain Research**
 - a) April – June 2024 Visitor Tracking Report: Joseph St. Germain Jim Jaworski
8. **Standing Committees** Jim Jaworski
 - a) **Sports Committee:** Brandon Little
 1. **Sports Event Funding**
 - a. »*CLASH Daytona: Cassie Miller & Andre Lapar
 - b) **Advertising Committee:** Kay Galloway
 1. **Tourism Event Funding**
 - a. Daytona Turkey Run Update: James Richards
 2. **The Zimmerman Agency**
 - a. Consumer Marketing & Campaign Update: Spencer Gibboney & Amy Shackelford
9. **Reports of Officers**
 - a) **Secretary/Treasurer** Jim Jaworski
 1. **Finance:** Chuck Grimes
 - a. July 2024 Board Financial Packet
10. **New Business** Jim Jaworski
11. **Adjourn** Jim Jaworski

UPCOMING MEETING DATES:

November 20, 2024, at 2:00 PM

Location: Daytona Beach Area CVB

Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

» 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."