

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, November 15, 2023 • 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 September 20, 2023, Meeting Minutes
 - b) October 2023 Executive Update
 - c) September 2023 County Bed Tax Collection Report
 - d) October 2023 End of Month Social/eNewsletter/Blog Report
 - e) October 2023 Group Sales Activity Report
 - f) Group Sales Sponsorship
 - g) Committee Appointment
 - h) Media Report September - October 2023
 - i) October 2023 Simpleview Digital Marketing Report
 - j) Ocean Center Update
 - k) Daytona Beach International Airport Update
5. **Executive Report** **Lori Campbell Baker**
 - a) Introduction: Ocean Center Director, Lynn Flanders
6. **Department Updates** **Androse Bell**
 - a) Group Sales – Linda McMahon
 1. »* Knowland Agreement
 - b) Communications – Andrew Booth
 - c) Marketing – Kay Galloway
7. **Standing Committees**
 - a) **Sports Committee** **Brandon Little**
 1. »* Daytona Beach ½ Marathon & 5k Powered by CLASH Endurance – Andre Lapar
 2. »* Daytona P1 AquaX Grand Prix – Michelle Petro
 - b) **HR Committee** **Samir Naran**
 1. »* Executive Director Review
 - c) **Advertising Committee** **Kay Galloway**
 1. »* Market Research RFP
 2. The Zimmerman Agency – Amy Shackelford & Spencer Gibboney
 - a. Campaign Updates
 - b. Bike Week 2024 Media Update
 - c. »* Experiential Marketing
8. **Reports of Officers**
 - a) **Secretary/Treasurer** **Jim Jaworski**
 1. **Finance** – Chuck Grimes
 - a. September 2023 Board Financial Packet
9. **New Business** **Androse Bell**
10. **Adjourn** **Androse Bell**

UPCOMING MEETING DATES:

January 17, 2024, at 2:00 PM

March 20, 2024, at 2:00 PM

Location: Daytona Beach Area CVB, 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."