

# HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, November 16, 2022 • 2:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114

## 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 21, 2022, Meeting Minutes
  - b) October 2022 Executive Update
  - c) September 2022 County Bed Tax Collection Report
  - d) Media Report September - October 2022
  - e) October 2022 Group Sales Activity Report
  - f) November 2022 Group Sales Activity Report
  - g) October 2022 End-of-Month Reports
  - h) September 2022 AirDNA Summary Report
  - i) Biketoberfest® Paid Media Report
  - j) Tour & Travel Independent Contractor Agreement
  - k) Simpleview Analytics for DaytonaBeach.com
  - l) Ocean Center Update
  - m) Daytona Beach International Airport Update
5. **Executive Report** **Lori Campbell Baker**
6. **Department Updates** **Androse Bell**
  - a) Communications – Andrew Booth
    1. »\* Resident Sentiment Study
  - b) Group Sales – Linda McMahon
    1. »\* HAT Marketing Agreement January - March 2023
    2. HAT Marketing Update
    3. Digital Edge Update
  - c) Marketing – Kay Galloway
    1. »\* Destination Guide
7. **Standing Committees**
  - a) **Advertising Committee** **Josh Harris**
    1. »\* Savannah Bananas – Patrick Briody
    2. »\* Daytona 2 Beach Half Marathon & 5K powered by CLASH Endurance – Andre Lapar
    3. The Zimmerman Agency – Amy Shackelford & Adam LaRocca
8. **Reports of Officers**
  - a) **Secretary/Treasurer** **Steve Farley**
    1. **Finance** – Chuck Grimes
      - a. September 2022 Board Financial Packet
9. **»\*Office Space Discussion** **Lori Campbell Baker**
10. **Sunshine Law Presentation** – Volusia County Legal Department **Androse Bell**
11. **New Business** **Androse Bell**
12. **Adjourn** **Androse Bell**

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### UPCOMING MEETING DATES:

**January 18, 2023, at 2:00 PM**

**March 22, 2023, at 2:00 PM**

**Location: 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."