
HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, November 20, 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. **»* 2024/2025 HAAA Board Elections** Lori Campbell Baker
 - a) »* Chair
 - b) »* Vice-Chair
 - c) »* Secretary/Treasurer
5. **»* Consent Agenda** Jim Jaworski
 - a) Approval of the September 18, 2024, Meeting Minutes
 - b) October 2024 Executive Update
 - c) September 2024 County Bed Tax Collection Report
 - d) October 2024 End of Month Social/eNewsletter/Blog Report
 - e) September 2024 End of Month Meetings & Conventions, Sports and Tour & Travel Reports
 - f) October 2024 End of Month Meetings & Conventions, Sports and Tour & Travel Reports
 - g) October 2024 Partner Referral Report
 - h) October 2024 Group Sales Activity Report
 - i) September 2024 Zartico Visitor Profile Report
 - j) September 2024 Simpleview Digital Marketing Report
 - k) Media Report September - October 2024
 - l) Fall Fine Dining Days Recap
 - m) Committee Appointments
 - n) Northstar Sponsorship
 - o) 2024 Biketoberfest® Recap
 - p) Ocean Center Update
 - q) Daytona Beach International Airport Update
6. **Executive Report** Lori Campbell Baker
7. **Department Updates** Jim Jaworski
 - a) Group Sales – Brenda Redmon
 1. »* HAT Marketing Agreement
 2. »* VoX International Agreement
 - b) Marketing – Kay Galloway
 1. »* Edgeset Marketing (Destination Guide Agreement)
 - c) Communications – Andrew Booth
8. **Downs & St. Germain Research** Jim Jaworski
 - a) July - September 2024 Visitor Tracking Report: Joseph St. Germain
9. **MMGY** Jim Jaworski
 - a) »* Three Year Strategic Plan Refresh: Cassandra McAuley
10. **Standing Committees** Jim Jaworski
 - a) **Advertising Committee** – Kay Galloway
 1. The Zimmerman Agency – Amy Shackelford & Spencer Gibboney
 - a. Campaign Updates
11. **Reports of Officers** Jim Jaworski
 - a) **Secretary/Treasurer**
 1. **Finance** – Chuck Grimes
 - a. September 2024 Board Financial Packet
12. **New Business** Jim Jaworski
13. **Adjourn** Jim Jaworski

UPCOMING MEETING DATES:

January 15, 2025, at 2:00 PM

March 19, 2025, 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."