

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 8, 2020 • 3:00 PM • The DAYTONA

1870 Victory Circle, Daytona Beach, FL 32114

Meeting Room: Echelon 2

AGENDA

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| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. Public Participation | Steve Farley |
| 4. The Brandon Agency – Christie DeAntonio, Andy Kovan, Shelby Selner
a) Marketing, Creative, Media | Steve Farley |
| 5. See Source Reporting – The Brandon Agency & CVB Staff | Steve Farley |
| 6. Tourism Events Guidelines, Application, & Recap Report | Kay Galloway |
| 7. Official Bike Week 2021 | Kay Galloway |
| 8. New Business | Steve Farley |
| 9. Adjourn | Steve Farley |

UPCOMING DATES:

January 12, 2021, at 3:00 pm – Meeting

February 9, 2021, at 3:00 pm - Workshop

Locations: TBD

» 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."