

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)  
STRATEGIC PLANNING WORKSHOP**

Wednesday, December 15, 2021 • 1:00 PM • International Motorsports Center  
One Daytona Boulevard, Daytona Beach, FL 32114. Room: DAYTONA 500 Conference Room (1<sup>st</sup> Floor)

The Halifax Area Advertising Authority Strategic Planning Workshop was called to order by Chair Jim Berkley at 1:00 pm, December 15, 2021. Jennifer Sims took attendance. The following Board members were present: Jim Berkley, Androse Bell, Linda Bowers, Steve Farley, Jim Jaworski, Blaine Lansberry, and Samir Naran. John Betros, Robert Burnett, Josh Harris, and John Phillips were absent.

**Guests:**

Jim Abbott, Shelly Green, Karen Kuhn, Paul Ouimet, Brittani Preschel, Greg Sullivan, and Heather Wallace. Scott Brandon, Christie DeAntonio, Evelyn Fine, Shirin Jafari, Andy Kovan, and Shelby Selner attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes, Jennifer Sims, Tangela Boyd (Zoom), and Connor Rand

**Public Participation**

None

**Request for Qualifications (RSQ) Document and Timeline**

Kay Galloway reminded the Board that it was time to send out a Request for Statement of Qualifications for the agency of record. The RSQ document and timeline were included in the Board packet.

**HAAA Strategic Planning Session with MMGY**

Paul Ouimet and Shelly Green with MMGY presented the interview results and the DNEXT Assessments results, showcasing high frequency and other responses. This data was used to begin drafting the three-year Strategic Plan for the Daytona Beach Area Convention & Visitors Bureau (CVB). The HAAA Board took part in a brainstorming and prioritization session which covered updating the Vision and Mission Statements, top trends, top strategies, evolving roles, key performance indicators, goals, initiatives, and next steps.

A draft of the plan will be presented in the HAAA Board's February 9, 2022 workshop, and a final version will be presented for a vote at the March 23, 2022 Board meeting.

**New Business**

None

**Adjourn**

There being no further business or public participation, the meeting adjourned at 5:00 pm.

Submitted by Jennifer Sims, Marketing Systems Manager