

HALIFAX AREA ADVERTISING AUTHORITY (HAAA) MEETING

Wednesday, March 18, 2020 • 2:00 PM • Ocean Center,
101 N. Atlantic Avenue, Daytona Beach, FL 32114, Room 103

AGENDA

1. **Call to Order** Linda Bowers
2. **Roll Call** Linda Bowers
3. **Consent Agenda * - Red** Linda Bowers
 - a) Approval of the January 22, 2020 Minutes
 - b) February 2019 Executive Update
 - c) January 2020 Bed Tax Collection Report (*County Financials*)
 - d) HAAA Advisory Committee Updates
 1. Group sales activities and sponsorships per approved budget
 2. CHALLENGE DAYTONA 2019 Highlights
 - e) Dec 2019 & Jan 2020 Simpleview Analytics for DaytonaBeach.com
 - f) Mid-Florida Marketing & Research, Inc. Data
 - g) Ocean Center Update
4. **Reports of Officers - Green**
 - a) **Secretary/Treasurer** Andrese Bell
 1. **Finance – Chuck Grimes**
 - a. January 2020 Board Financial Packet
5. **Standing Committees - Blue** Steve Farley
 - a) **Advertising**
 1. **The Brandon Agency** - Andy Kovan, Shelby Selner & Christie DeAntonio
 - a. 2019-2020 Campaign Report Card
 - b. »* New Creative Concept
 2. »* **Conversion Studies**
 3. **Tourism Event Funding**
 - a. »* The City of Daytona Beach Summer Entertainment Series – John Cameron
 - b. Friends of the Bandshell Summer Concert Series – Dino Paspalakis
 - c. »* Pro Watercross National Tour – AJ Handler
 - b) **Human Resources – Chuck Grimes**
 1. **AUE**
 - c) **Meetings & Convention, Sports and Tour & Travel – Linda McMahon**
 - d) **Arts, Culture & Heritage Tourism – Kate Holcomb**
6. **Department Updates – Lori Campbell Baker, Kate Holcomb, Kay Galloway, Linda McMahon, Chuck Grimes** Linda Bowers
7. **Partner Updates** Linda Bowers
 - a) Mid-Florida Marketing & Research Inc. - Evelyn Fine
8. **Unfinished Business**
 - a) KPIs
 - b) »* Advertising Agency of Record Contract
 - c) »* Research Contract
9. **New Business** Linda Bowers
10. **Public Participation** Linda Bowers
11. **Adjourn** Linda Bowers

The next regularly scheduled meeting is May 20, 2020 at Daytona Beach Convention & Visitors Bureau,
126 East Orange Avenue, Daytona Beach, FL 32114

» 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."