

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, January 9, 2024 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

1. Call to Order Liz Wittig
2. Roll Call Liz Wittig
3. Public Participation Liz Wittig
4. »* Consent Agenda Liz Wittig
 - a) Approval of November 7, 2023, Meeting Minutes
 - b) Approval of December 12, 2023, Workshop Minutes
 - c) December 2023 End-of-Month Social Media/eNewsletter/Blog Report
 - d) November 2023 Zartico Visitor Profile
 - e) November 2023 Simpleview Digital Marketing Report
 - f) November 2023 Group Sales Activity Report
 - g) CVB Media Coverage Report November – December 2023
5. Executive Report – Lori Campbell Baker Liz Wittig
6. The Zimmerman Agency Liz Wittig
 - a) Updates – Amy Shackelford & Spencer Gibboney
 - b) »* Q3 & Q4 Media
 - c) »* Brand Activation
7. Biketoberfest® Kay Galloway
 - a) Visitor Profile from Gray Research Solutions
8. Mid-Florida Marketing & Research Liz Wittig
 - a) July • August • September Quarterly Visitor Profile – Evelyn Fine
9. Department Updates Liz Wittig
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahan
 - c) Marketing – Kay Galloway
10. New Business Liz Wittig
11. Adjourn Liz Wittig

UPCOMING MEETING DATES:

February 13, 2024 – Workshop

March 20, 2024 – Meeting

Location: Daytona Beach Area CVB

Oceanside Executive Center, 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.