

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, January 9, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular meeting was called to order by Chair Liz Wittig at 3:03 p.m., January 9, 2024. Jennifer Sims took attendance, and the following members were present in person: Deana Gammero, Krista Goodrich, Susan Keaveney, Dino Paspalakis, Shelley Sloan, and Liz Wittig. Megan Butler, Katrina Guevara, Aileen Kelleman-Band, Katherine Thompson, and Ana Ventura attended via Zoom Video Conferencing Software. Sandra Whittington-Boone was absent.

Guests:

Andy Jorishie, Norm Pytel, Cathie Rock, and Amy Shackelford. Hannah Brockman, Spencer Gibboney, Drew Lewis, Liz Paradise, Jason Piroth, and Natalie Yablon attended via Zoom Video Conferencing Software

Staff Present:

Lori Campbell Baker, Kay Galloway, Brian Bentley, Tangela Boyd, Connor Rand, and Jennifer Sims. Andrew Booth and Sharon Harlow attended via Zoom Video Conferencing Software.

Public Participation

None

Consent Agenda

Due to a lack of quorum, voting on the Consent Agenda was tabled until the March 12, 2024, meeting.

Executive Report

Lori Campbell Baker reported on the 2024 travel forecast and the upcoming legislation being brought before the state.

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Spencer Gibboney presented a campaign recap for consumer advertising, creative updates, and research.

Q3 & Q4 Media

Spencer Gibboney presented the Q3 and Q4 media placements for Committee review.

- Q3 = \$2,072,500
- Q4 = \$2,234,300

Liz Wittig asked the Committee if there was a consensus to send a recommendation to the HAAA Board for approval of the Q3 and Q4 media placements totaling \$4,306,800. The Committee agreed.

Brand Activation

Amy Shackelford explained to the Committee that the Q'Art Code was no longer an option due to a pricing change; the new brand activation, if approved, will be the Anamorphic Billboard in Times Square, which will run in March and April 2024.

Liz Wittig asked the Committee if there was a consensus to send a recommendation to the HAAA Board for approval of the Anamorphic Billboard in Times Square, which will run in March and April 2024. The Committee agreed.

Biketoberfest®

Kay Galloway presented the Visitor Profile conducted by Gray Research Solutions. The survey, which volunteers and CVB staff gave, took place during Biketoberfest®. Surveys were conducted at the Official Welcome Tent at Daytona International Speedway, Midtown, and Main Street.

Mid-Florida Marketing and Research

Campbell Baker told the Committee that Evelyn Fine could not attend today's meeting and that the July-September Quarterly Visitor Profile was in their packets for review.

Department Updates

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, media interviews, community outreach, and listening sessions.

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Linda McMahon could not attend, so Campbell Baker informed the Committee that Group Sales distributed ninety-six qualified leads from October to December (\$58M). The Sports Department (Brandon Little) won the American Golf Cup bid in 2025, and Tour and Travel (Karen DiGiacomo) booked 46,000 rooms in 2023.

Kay Galloway reported on the new Destination Guide, upcoming consumer eNewsletters, and content creation. Galloway also reminded the Committee that during the March 2024 meeting, the updated Tourism Event Funding Guidelines and Application will need to be approved.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:16 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager