

# ADVERTISING ADVISORY COMMITTEE MEETING

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Tuesday, January 10, 2023 • 3:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom

## AGENDA

1. **Call to Order** Steve Farley
2. **Roll Call** Steve Farley
3. **Public Participation** Steve Farley
4. **»\* Consent Agenda** Steve Farley
  - a) Approval of November 8, 2022, Meeting Minutes
  - b) Approval of December 13, 2022, Workshop Minutes
  - c) End-of-Month Social Media/eNewsletter/Blog Report
  - d) December 2022 Group Sales Activity Report
  - e) CVB Media Coverage Report November – December 2022
5. **Executive Report – Lori Campbell Baker** Steve Farley
6. **Tourism Events** Steve Farley
  - a) »\* World Pickleball Tournament – Ivan Baron
  - b) »\* Daytona Beach Art Fest – Theresa Lieberman
  - c) »\* USA BMX – John David
7. **The Zimmerman Agency** Steve Farley
  - a) Updates – Amy Shackelford & Spencer Gibboney
  - b) »\* Q3 Media
  - c) Daytona Beach Bike Week 2023
  - d) »\* Activation Opportunities
8. **Department Updates** Steve Farley
  - a) Communications/PR – Andrew Booth
  - b) Group Sales – Linda McMahon
  - c) Marketing – Kay Galloway
9. **New Business** Steve Farley
10. **Adjourn** Steve Farley

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### UPCOMING MEETING DATES:

**February 7, 2023 – Workshop**

**Location: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom**

**March 14, 2023 – Meeting**

**Location: TBD**

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» 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.