

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, January 10, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: Second Floor Boardroom

The Advertising Advisory Committee's regular meeting was called to order by Steve Farley at 3:01 pm, January 10, 2023. Jennifer Sims took attendance, and the following members were present in person Brittany Farella, Steve Farley, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, Laura Radford, Shelley Sloan, Katherine Thompson, and Ana Ventura. Stacey Conte, Deana Gammero, and Katrina Guevara attended via Zoom Video Conferencing Software. Josh Harris, Dave Joy, Shauna Metz, and Liz Wittig were absent.

Guests:

Linda Bowers, Vicky Foley, Spencer Gibboney, Suzanne Heddy, Theresa Lieberman, Norm Pytel, Amy Shackelford, and Al Smith. John David, Evelyn Fine, Adam LaRocca, Drew Lewis, Liz Paradise, Jason Piroth, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kay Galloway, Andrew Booth, Brian Bentley, Tangela Boyd, Sharon Harlow, Brandon Little, Connor Rand, and Jennifer Sims

Public Participation

None

Consent Agenda

Farley asked if the Committee had any comments or questions on the Consent Agenda, item a-e. Hearing none, he entertained a motion to approve Consent Agenda items a-e.

Dino Paspalakis motioned to approve Consent Agenda items, a-e. Second, by Shelley Sloan. The motion passed 13-0.

Executive Report

Lori Campbell Baker reported on the storm recovery and partner communications.

Tourism Events

World Pickleball Open

Kay Galloway presented the \$9,500 tourism event funding request for the World Pickleball Open, November 16-19, 2023. Funding will go towards marketing the event.

Following the Committee discussion, Farley entertained a motion to approve the \$9,500 funding request for the World Pickleball Open, November 16-19, 2023.

Dino Paspalakis motioned to approve the \$9,500 funding request for the World Pickleball Open, November 16-19, 2023. Second, by Susan Keaveney. The motion passed 13-0.

Daytona Beach Arts Fest

Theresa Lieberman presented the \$10,000 tourism event funding request for the Daytona Beach Arts Fest, April 8-9, 2023. The \$10,000 funding request will go towards marketing the event.

Following the Committee discussion, the Committee approved the funding request for \$5,000, not \$10,000. Farley entertained a motion to approve the \$5,000 funding request for the Daytona Beach Arts Fest, April 8-9, 2023.

Susan Keaveney motioned to approve the \$5,000 tourism event funding request for the Daytona Beach Arts Fest, April 8-9, 2023. Second, by Aileen Kelleman-Band. The motion passed 13-0.

USA BMX Sunshine State Nationals

John David presented the \$15,000 tourism event funding request for the USA BMX Sunshine State Nationals, September 29-October 1, 2023. Funding will go towards marketing the event.

Following the Committee discussion, Farley entertained a motion to approve the \$15,000 funding request for USA BMX Sunshine State Nationals, September 29-October 1, 2023.

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Katherine Thompson motioned to approve the \$15,000 funding request for USA BMX Sunshine State Nationals, September 29-October 1, 2023. Second, by Maria Mojica. The motion passed 13-0.

The Zimmerman Agency

Updates

Spencer Gibboney and Amy Shackelford reviewed the “Beach On” campaign analytics.

Q3 Media

Gibboney then reviewed the 30/60/90 campaign and presented the 2023 goals, changes in the Q2 media placements, and the Q3 2023 Media Optimization (April – June 2023).

Following the Committee discussion, Farley entertained a motion to approve the third quarter media spend for \$2,300,161.10.

Dino Paspalakis motioned to approve the third quarter media spend for \$2,300,161.10. Second, by Shelley Sloan. The motion passed 13-0.

Daytona Beach Bike Week 2023

Gibboney and Shackelford reviewed media placements and campaign analytics for Daytona Beach Bike Week 2023.

Activation Opportunities

Liz Paradise presented three activation ideas: Beach On Winter Oasis, Beach On Road Trip Tour, and the Beach On Times Square Anamorphic Billboard.

Following the Committee discussion, Farley entertained a motion to present the Beach On Times Square Anamorphic Billboard to the HAAA Board at their January 18, 2023 meeting.

Susan Keaveney motioned to move forward with presenting the Beach On Times Square Anamorphic Billboard to the HAAA Board at their January 18, 2023, meeting. Second, by Maria Mojica. The motion passed 13-0.

Department Updates

Communications

Andrew Booth reported on travel writer visits to the area, a recent Golf FAM, the upcoming Resident Sentiment Survey, the Community Outreach Program, and recent press releases. Booth then introduced the new Communications Coordinator, Sharon Harlow.

Group Sales

Brandon Little reported on the December 2022 Group Sales Activity Report and the new Tour & Travel Sales Manager, Karen DiGiacomo.

Marketing

Kay Galloway reported on printing the new Destination Guide, Connor Rand’s upcoming travel schedule, and the new Coffee & Connections program. Galloway also introduced the new Marketing Business Development Specialist, Brian Bentley.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:08 pm.

Submitted by Jennifer Sims, Marketing Systems Manager