

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING
Tuesday, January 11, 2022 • 3:00 PM • El Caribe Resort & Conference Center
2125 South Atlantic Avenue, Daytona Beach, FL 32118 – Room: Caribbean

The Advertising Advisory Committee's regular meeting was called to order by Steve Farley at 3:01 pm, January 11, 2022. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, Shelley Sloan, Ana Ventura, and Liz Wittig. Katrina Guevara and Josh Harris were absent.

Guests:

Stephen Childress (Zoom), Christie DeAntonio (Zoom), Charlene Greer, Kurt Greer, Suzanne Heddy, Andy Kovan (Zoom), Karen Kuhn, Norm Pytel, and Shelby Selner (Zoom)

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Jennifer Sims, Tangelo Boyd (Zoom), and Connor Rand

Public Participation

None

Consent Agenda

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

Dino Paspalakis made a motion to approve the Consent Agenda items a-e. Second, by Aileen Kelleman-Band. The motion passed 8-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered the area's nine months of recording-breaking revenue, an update on the pandemic, The Longwood Travel Sentiment Report, and the additional \$1M in CDT funds that will be discussed at the January 19, 2022 HAAA Board meeting .

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the April through June 2022 Media Plan.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the April through June 2022 media spend for \$1,326,452.

Susan Keaveney made a motion to approve the April through June 2022 media spend for \$1,326,452. Second, by Liz Wittig. The motion passed 9-0.

DeAntonio and Stephen Childress presented the new Affluent Campaign.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the new Affluent Campaign for \$790,000.

Aileen Kelleman-Band made a motion to approve the new Affluent Campaign for \$790,000. Second, by Shelley Sloan. The motion passed 9-0.

Tourism Events

Jeep Beach 2022

Charlene Greer requested \$25,000 for marketing support for Jeep Beach 2022, which occurs April 24 – May 1, 2022. The \$25,000 funding request would go towards digital, television, and social media.

Following the Committee discussion, Farley asked if the Committee had any comments or questions on approving the \$25,000 funding request for Jeep Beach 2022. Hearing none, he entertained a motion to approve.

Liz Wittig made a motion to approve the \$25,000 funding request for Jeep Beach 2022. Second, by Maria Mojica. The motion passed 9-0.

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Quarterly Visitor Profile July – September 2021

Evelyn Fine with Mid-Florida Marketing & Research was unable to attend the meeting. Galloway asked the Committee to go through the report and, if they had any questions, to let her know.

Request for Statement of Qualifications (RFQ) Document and Timeline

Galloway reviewed the upcoming RFQ process and timeline, and she advised the Committee that over thirty advertising agencies would be receiving the RFQ.

Department Updates

Kay Galloway reported on the upcoming American Airlines promotion, Bike Week media, and new video content.

Kate Holcomb reported on the November – December 2021 Media Coverage Report, the upcoming February 3, 2022, Arts, Culture, and Tourism Heritage Committee Meeting, blogs, eNewsletters, and hosting travel writers.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:07 pm.

Submitted by Jennifer Sims, Marketing Systems Manager