

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, January 12, 2021 • 3:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room 103ABC

AGENDA

1. **Call to Order** **Steve Farley**
2. **Roll Call** **Steve Farley**
3. **Public Participation**
4. **»* Consent Agenda** **Steve Farley**
 - a) Approval of the November 10, 2020, Meeting Minutes
 - b) Approval of the December 8, 2020, Workshop Minutes
 - c) Simpleview Analytics for DaytonaBeach.com
 - d) Mid-Florida Marketing Research, Inc Data
 - e) 2020 Symetra Classic Recap
 - f) The Brandon Agency EOM Report December 2020
5. **Executive Report** – Lori Campbell Baker **Steve Farley**
6. **Tourism Events** **Steve Farley**
 - a) »* 2021 P1 AquaX Grand Prix of the Sea – Michelle Petro
 - b) »* 2021 Official Bike Week Funding
7. **The Brandon Agency** **Steve Farley**
 - a) »* Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
8. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 1. »* The Brandon Agency Contract
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
9. **New Business** **Steve Farley**
10. **Adjourn** **Steve Farley**

UPCOMING DATES:

February 9, 2021, at 3:00 PM – Workshop

March 9, 2021, at 3:00 PM – Meeting

Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118

» 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.