The Advertising Advisory Committee's workshop was called to order by Steve Farley at 3:00 pm, February 8, 2022. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Katrina Guevara, Susan Keaveney, Maria Mojica, Dino Paspalakis, Shelley Sloan, Ana Ventura, and Liz Wittig. Josh Harris, Aileen Kelleman-Band, and Jessica Srodulski were absent.

**Guests:**
Linda Bowers, Stephen Childress (Zoom), Christie DeAntonio, Suzanne Heddy, Andy Kovan, Karen Kuhn, Laura Radford, and Shelby Selner

**Staff Present:**
Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Linda McMahon (Zoom), Jennifer Sims, Tangela Boyd, and Connor Rand

**Public Participation**
Suzanne Heddy came before the Committee to discuss the Affluent campaign and other marketing ideas.

**The Brandon Agency – Consumer Marketing & Campaign Recap**
Kay Galloway updated the Committee on the January 19, 2022, HAAA Board meeting and advised them that the Board wanted to go in a different direction regarding the Affluent campaign.

Lori Campbell Baker let the Committee know that the Volusia County Council approved the $1M activation fund.

Andy Kovan, Shelby Selner, and Christie DeAntonio presented two concepts for the updated campaign/media recommendations for the Rising Household Income Traveler.

DeAntonio and Selner presented the campaign recap and research data for January 2022.

**Marketing & Design Department Update**
Galloway reported on Group Sales Show Your Badge Program, the updated Arts Map, and the new Golf Guide. Also discussed were the latest resources available for a partner including: blogs, newsletters, videos, and photos. Galloway also talked about the RSQ process and deadline, and that the Committee will be reviewing them at the March 8, 2022, Ad Committee meeting.

**New Business**
None

**Adjourn**
There being no further business or public participation, the meeting adjourned at 4:20 pm.

Submitted by Jennifer Sims, Marketing Systems Manager