ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, February 9, 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. The Brandon Agency
   a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner
   Steve Farley
5. Research – What we have, what we need
   Kay Galloway
6. Tourism Events Guidelines, Application, & Recap Report
   Kay Galloway
7. Official Bike Week 2021
   Kay Galloway
8. New Business
   Steve Farley
9. Adjourn
   Steve Farley

UPCOMING DATES:
March 9, 2021, at 3:00 PM – Meeting
Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118
April 13, 2021, at 3:00 PM – Workshop
Location: TBD

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.

» Requires Public Participation time prior to vote
* Requires a vote from the Committee