

## 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  | Steve Farley |
| a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner |              |
| 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

---

» 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.