

**ADVERTISING ADVISORY COMMITTEE WORKSHOP**  
Tuesday, February 9, 2021 • 3:00 PM • Ocean Center  
101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103ABC

The Advertising Advisory Committee's February workshop was called to order by the Chair Steve Farley at 3:00 PM, February 9, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Aileen Kelleman-Band, Dino Paspalakis, and Liz Wittig. Deana Gammero and Susan Keaveney attended via Zoom Video Conferencing Software. Lisa Crosby, Josh Harris, Angela Miniagi, and Maria Mojica were absent.

**Guests:**

Volusia County Chair Jeff Brower attended the workshop in person. Androse Bell, Bob Davis, Evelyn Fine, Libby Gallant, Andy Kovan, Shelby Selner, and Dawn Temples Knopff attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Linda McMahon (Zoom), Jennifer Sims, and Tangela Boyd

**Public Participation**

Lori Campbell Baker introduced Volusia County Chair Jeff Brower.

**The Brandon Agency**

Andy Kovan and Shelby Selner discussed the consumer campaign, results from the Expedia campaign, See Source data, and an update on the Start Your Engines campaign.

**Research**

Kay Galloway reviewed available CVB research and analytics including bed tax collections, See Source, STR, Mid-Florida Marketing & Research, DaytonaBeach.com, social media, VISIT FLORIDA, and paid media. Galloway asked for the Committee's input of research needs.

**Tourism Events Guidelines, Application, & Recap Report**

Galloway reminded the Committee to review the updated Tourism Events Guideline, Application, and Recap Report. The proposed guidelines will ensure that the applicant is more transparent than in previous years. The Committee was asked to review one more time, as the updated information will be voted on in the March meeting.

**Official Bike Week 2021**

Galloway reviewed items pertaining to 2021 Daytona Bike Week.

**New Business**

None

**Adjourn**

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

Submitted by Jennifer Sims, Marketing Systems Manager