

## ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 3, 2020 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
126 E. Orange Avenue, Daytona Beach, FL 32114, 2<sup>nd</sup> Floor Boardroom

### AGENDA

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|---|---------------------|
| <b>1. Call to Order</b>   | <b>Steve Farley</b> |
| <b>2. Roll Call</b>   | <b>Steve Farley</b> |
| <b>3. Consent Agenda *</b>  | <b>Steve Farley</b> |
| <b>a) Approval of the January 14, 2020 Minutes</b>                                |                     |
| <b>b) Dec 2019 &amp; Jan 2020 Simpleview Analytics for DaytonaBeach.com</b>       |                     |
| <b>c) 2019 Challenge DAYTONA® Recap Report</b>                                    |                     |
| <b>d) Mid-Florida Marketing &amp; Research, Inc. Data</b>                         |                     |
| <b>i. December OCC/ADR Report</b>   |                     |
| <b>ii. October &amp; November Visitor Profile Reports</b>                         |                     |
| <b>iii. October &amp; November Monthly Trend Reports</b>                          |                     |
| <b>iv. October &amp; November At-A-Glance Reports</b>                             |                     |
| <br>  |                     |
| <b>4. Tourism Events</b>  | <b>Steve Farley</b> |
| <b>a) »* The City of Daytona Beach Summer Entertainment Series – John Cameron</b> |                     |
| <b>b) Friends of the Bandshell Summer Concert Series – Dino Paspalakis</b>        |                     |
| <b>c) »* Pro Watercross National Tour – AJ Handler</b>                            |                     |
| <br>  |                     |
| <b>5. The Brandon Agency</b>  | <b>Steve Farley</b> |
| <b>a) Arrivalist Data - Andy Kovan, Shelby Selner, Christie DeAntonio</b>         |                     |
| <b>b) 2019-2020 Consumer Marketing Campaign</b>                                   |                     |
| <b>c) »* New Creative Concept</b>   |                     |
| <b>d) »* Adverting Agency of Record Contract</b>                                  |                     |
| <br>  |                     |
| <b>6. Market Research</b>   | <b>Steve Farley</b> |
| <b>a) »* Conversion Studies - Evelyn Fine</b>                                     |                     |
| <b>b) »* Research Contract</b>  |                     |
| <br>  |                     |
| <b>7. Department Updates</b>  | <b>Steve Farley</b> |
| <b>a) Marketing &amp; Design – Kay Galloway</b>                                   |                     |
| <b>i. Randomization Discussion</b>  |                     |
| <b>ii. KPIs</b>   |                     |
| <b>iii. Partner Co-Ops &amp; Opportunities – Cindi Lane</b>                       |                     |
| <b>b) Communications – Kate Holcomb</b>   |                     |
| <br>  |                     |
| <b>8. New Business</b>  | <b>Steve Farley</b> |
| <b>a) Expedia Update – Leah Garey</b>   |                     |
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| <b>9. Public Participation</b>  | <b>Steve Farley</b> |
| <b>10. Adjourn</b>  | <b>Steve Farley</b> |

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**The next meeting is Tuesday, May 12, 2020 – Time 2:00 p.m. at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue, Daytona Beach, FL 32114, 2<sup>nd</sup> Floor Boardroom**

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» 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.