

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 8, 2022 • 3:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

AGENDA

1. **Call to Order** Josh Harris
2. **Roll Call** Josh Harris
3. **Public Participation**
4. **»* Consent Agenda** Josh Harris
 - a) Approval of January 11, 2022, Meeting Minutes
 - b) Approval of February 8, 2022, Workshop Minutes
5. **Executive Report – Lori Campbell Baker** Josh Harris
6. **The Brandon Agency** Josh Harris
 - a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
 1. »* July – September 2022 Media Placements
 2. »* Campaign Creative
7. **Contracts** Josh Harris
 - a) »* Simpleview, Inc. Agreement
8. **Tourism Events** Josh Harris
 - a) Friends of the Bandshell Summer Concert Series Update – Dino Paspalakis
 - b) »* World Pickleball Classic – Ivan Baron
9. **»* Request for Statement of Qualifications (RSQ) Review** Kay Galloway
10. **Department Update** Kay Galloway
11. **New Business** Josh Harris
12. **Adjourn** Josh Harris

UPCOMING MEETING DATES:

April 12, 2022, at 3:00 PM – Workshop

Location: TBD

May 10, 2022, at 3:00 PM – Meeting

Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103ABC

» 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.