

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, March 8, 2022 • 3:00 PM • Ocean Center

101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103BC

The Advertising Advisory Committee's regular meeting was called to order by Josh Harris at 3:01 pm, March 8, 2022. Jennifer Sims took attendance, and the following members were present in person Deana Gammero, Katrina Guevara, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, Shelley Sloan, Jessica Srodulski, Ana Ventura, and Liz Wittig. Steve Farley was absent.

Guests:

Ivan Baron (Zoom), Linda Bowers, Carl Brigandi, Christie DeAntonio, Evelyn Fine (Zoom), Vicky Foley, Libby Gallant, Suzanne Heddy, Andy Kovan, Norm Pytel, Kate Sark, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Linda McMahon (Zoom), Andrew Booth, Jennifer Sims, Tangela Boyd, and Connor Rand

Public Participation

None

Consent Agenda

Harris asked if the Committee had any comments or questions on the Consent Agenda, items a-b. Hearing none, he entertained a motion to approve Consent Agenda items a-b.

Aileen Kelleman-Band made a motion to approve the Consent Agenda items a-b. Second, by Liz Wittig. The motion passed 11-0.

Executive Report

Lori Campbell Baker introduced Jessica Srodulski, the new Advertising Committee member, and Andrew Booth, the new Director of Communications for the CVB. Campbell Baker also noted that the area had hit its tenth record-breaking month, and legislation approved VISIT FLORIDA funding until 2028.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Shelby Selner, and Andy Kovan presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the July through September 2022 Media Plan.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the July through September 2022 media spend for \$532,803.

Dino Paspalakis made a motion to approve the July through September 2022 media spend for \$532,803. Second, by Shelley Sloan. The motion passed 11-0.

Kovan presented the creative testing results for the Higher Household Income campaign, brand awareness ads, and website click ads.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the "More Than You Think" campaign for a higher household income.

Aileen Kelleman-Band made a motion to approve the "More Than You Think" campaign for a higher household income. Second, by Dino Paspalakis. The motion passed 11-0.

Contracts

Kay Galloway presented and discussed each section of the October 1, 2022 – September 30, 2024, Simpleview, Inc. agreement.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the Content Management System (CMS) for \$45,800 per year.

Dino Paspalakis made a motion to approve the Content Management System (CMS) for \$45,800 per year. Second, by Ana Ventura. The motion passed 11-0.

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Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the Customer Relationship Management (CRM) system for \$17,000 per year.

Dino Paspalakis made a motion to approve the Customer Relationship Management (CRM) system for \$17,000 per year. Second, by Katrina Guevara. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the Map Publisher Tool for \$6,000 per year.

Dino Paspalakis made a motion to approve the Map Publisher Tool for \$6,000 per year. Second, by Liz Wittig. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the SimpleSupport 5 Plan for \$6,000 per year.

Dino Paspalakis made a motion to approve the SimpleSupport 5 Plan for \$6,000 per year. Second, by Jessica Srodulski. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the User-Generated Content via Crowdriff function for \$12,000 per year.

Dino Paspalakis made a motion to approve the User-Generated Content via Crowdriff function for \$12,000 per year. Second, by Susan Keaveney. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve VisitApps for \$10,000 per year.

Dino Paspalakis made a motion to approve VisitApps for \$10,000 per year. Second, by Deana Gammero. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve AudioEye for \$12,000 per year.

Dino Paspalakis made a motion to approve AudioEye for \$12,000 per year. Second, by Maria Mojica. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve Search Engine Marketing (SEO) for \$24,000 per year.

Dino Paspalakis made a motion to approve Search Engine Marketing (SEO) for \$24,000 per year. Second, by Shelley Sloan. The motion passed 11-0.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the Simpleview Digital Asset Management Tool (DAM) for \$7,188 per year.

Dino Paspalakis made a motion to approve the Simpleview Digital Asset Management Tool (DAM) for \$7,188 per year. Second, by Aileen Kelleman-Band. The motion passed 11-0.

Tourism Events

Friends of the Bandshell Summer Concert Series Update

Dino Paspalakis, with Friends of the Bandshell Summer Concert Series and Carl Brigandi, with Spectrum Reach, presented the HAAA approved \$15,000 marketing plan for the summer concerts at the Daytona Beach Bandshell.

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World Pickleball Classic

Ivan Baron, with Players International Management, came before the Committee to request \$7,500 for the 2022 World Pickleball Classic being held at Pictona, November 17-20, 2022. The \$7,500 will go towards the marketing of the event.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the \$7,500 funding request for the 2022 World Pickleball Classic.

Liz Wittig made a motion to approve the \$7,500 funding request for the 2022 World Pickleball Classic. Second, by Susan Keaveney. The motion passed 11-0.

Request for Statement of Qualification (RSQ) Review

Galloway reminded the Committee that ten RSQs were received and then reviewed. Galloway provided an Agency RSQ Recap Sheet.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve The Brandon Agency and StarMark Advertising as the agencies recommended to the HAAA Board to present to be the new Agency of Record.

Deana Gammero made a motion to approve The Brandon Agency and StarMark Advertising as the agencies recommended to the HAAA Board to present to be the Agency of Record. Second, by Maria Mojica. The motion passed 9-0.

Department Updates

Due to time constraints, department updates were not given.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:41 pm.

Submitted by Jennifer Sims, Marketing Systems Manager