

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 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. **»* Consent Agenda** **Steve Farley**
 - a) Approval of January 12, 2021, Meeting Minutes
 - b) Approval of February 9, 2021, Workshop Minutes
 - c) Simpleview Analytics for DaytonaBeach.com December 2020
 - d) Simpleview Analytics for DaytonaBeach.com January 2021
 - e) The Brandon Agency End of Month January 2021 Report
5. **Executive Report – Lori Campbell Baker** **Steve Farley**
6. **Tourism Events** **Steve Farley**
 - a) »* Jeep Beach – Charlene Greer
 - b) »* Friends of the Bandshell Summer Concert Series – Dino Paspalakis/Carl Brigandi
 - c) »* Tourism Events Application, Guidelines, and Recap Updates – Kay Galloway
7. **The Brandon Agency** **Steve Farley**
 - a) »* ADARA Impact – Vivan Teddi Mur
 - b) »* Consumer Marketing & Campaign Recap – Andy Kovan/Shelby
8. **Research** **Steve Farley**
 - a) »* Mid-Florida Marketing Research, Inc
9. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
10. **New Business** **Steve Farley**
11. **Adjourn** **Steve Farley**

UPCOMING DATES:

April 13, 2021, at 3:00 PM – Workshop

May 11, 2021, at 3:00 PM – Meeting

Location for Workshop & Meeting:

Comfort Inn & Suites, 103 South Ocean Avenue, Daytona Beach, FL 32118 – Blue Room

» 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.