

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, March 12, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular meeting was called to order by Vice-Chair Katherine Thompson at 3:01 p.m., March 12, 2024. Jennifer Sims took attendance, and the following members were present in person: Megan Butler, Krista Goodrich, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, and Shelley Sloan. Deana Gammero attended via Zoom Video Conferencing Software. Katrina Guevara, Ana Ventura, Liz Wittig were absent.

### **Guests:**

Alexis Bowie, Sheila Bowie, Theresa Delin, Angie Friedel, Libby Gallant, Charlene Greer, Norm Pytel, Cathie Rock, and Amy Shackelford. Hannah Brockman, Erin Dinkel, Spencer Gibboney, Drew Lewis, James Richards, and Natalie Yablon attended via Zoom Video Conferencing Software.

### **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Brian Bentley, Connor Rand, and Jennifer Sims. Natasha Hardie and Sharon Harlow attended via Zoom Video Conferencing Software.

### **Public Participation**

None

### **Consent Agenda**

Katherine Thompson asked if the Committee had any comments or questions on the Consent Agenda, items a-i. Hearing none, she entertained a motion to approve Consent Agenda items a-i.

---

Motion by Krista Goodrich to approve Consent Agenda items a-i. Second, by Dino Paspalakis. The motion passed 7-0.

---

### **Executive Report**

Lori Campbell Baker informed the Committee that Daytona Beach City Manager Derek Feacher would speak at the March 20, 2024, HAAA Board meeting.

### **Tourism Events**

#### **Friends of the Bandshell Summer Concert Series**

Dino Paspalakis and Norm Pytel gave an update on the 2024 Summer Concert Series presented by the Friends of the Bandshell, which will take place May 25 – September 28, 2024.

#### **Daytona Turkey Run**

James Richards with the Daytona Turkey Run gave an update on what will occur at the 34th Annual Spring Daytona Turkey Run, March 22-24, 2024.

#### **Jeep Beach**

Charlene Greer gave an update on Jeep Beach 2024, which will take place April 19-28, 2024. This year's event will include a music festival that will take place at Daytona International Speedway.

### **Tourism Events Application & Guidelines**

Kay Galloway reviewed the updates to the Tourism Events Application and Guidelines.

Katherine Thompson asked if the Committee had any comments or questions on the Tourism Events Application & Guidelines updates. Hearing none, she entertained a motion to approve the Tourism Events Application & Guidelines updates.

---

Motion by Krista Goodrich to approve the Tourism Events Application & Guidelines updates. Second, by Shelley Sloan. The motion passed 8-0.

---

### **The Zimmerman Agency**

#### **Consumer Marketing & Campaign Recap**

Spencer Gibboney, Amy Shackelford, and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research.

## **ADVERTISING ADVISORY COMMITTEE REGULAR MEETING**

Tuesday, March 12, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

### **Mid-Florida Marketing and Research**

Lori Campbell Baker told the Committee that Evelyn Fine could not attend today's meeting and that the Economic Impact of Special Events 2023 Report was in their packets for review.

### **Department Updates**

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, community outreach, and listening sessions.

Linda McMahon reported on the need for volunteers for this year's NCA/NDA event. McMahon spoke on social media efforts in Brazil and an upcoming travel trade FAM with twenty-two influencers.

Kay Galloway reported upcoming international blog content, consumer eNewsletters, content creation, the 2024 Visitors' Choice awards, and intercepts that Downs & St. Germain Research will conduct starting April 1<sup>st</sup>. Galloway also reminded the Committee of the Coffee & Connections on Friday, March 15<sup>th</sup>, at the Daytona Aquarium & Rainforest Adventure.

### **New Business**

Campbell Baker introduced Alexis and Sheila Bowie with Sun Photo USA.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:31 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager