

**ADVERTISING ADVISORY COMMITTEE REGULAR MEETING**  
Tuesday, March 14, 2023 • 3:00 PM • Daytona Beach International Airport  
700 Catalina Drive, Daytona Beach, FL 32114 – Room: Airline Room

The Advertising Advisory Committee's regular meeting was called to order by Steve Farley at 3:06 pm, March 14, 2023. Jennifer Sims took attendance, and the following members were present in person Steve Farley, Katrina Guevara, Aileen Kelleman-Band, Dino Paspalakis, Katherine Thompson, Ana Ventura, and Liz Wittig. Stacey Conte attended via Zoom Video Conferencing Software. Brittany Farella, Deana Gammero, Josh Harris, Dave Joy, Susan Keaveney, Shauna Metz, Maria Mojica, and Shelley Sloan were absent.

**Guests:**

Anjie Friedel, Spencer Gibboney, Kurt Greer, Monica Paris, and Kathy Rock. Jeff Dixon, Drew Lewis, James Richards, and Natalie Yablon attended via Zoom Video Conferencing Software.

**Staff Present:**

Lori Campbell Baker, Kay Galloway, Andrew Booth, Brian Bentley, Tangela Boyd, Natasha Hardie, Sharon Harlow (Zoom), Connor Rand, and Jennifer Sims

**Public Participation**

None

**Consent Agenda**

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

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Dino Paspalakis motioned to approve Consent Agenda items, a-e. Second, by Liz Wittig. The motion passed 8-0.

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**Executive Report**

Lori Campbell Baker introduced City Commissioner Monica Paris and the new Group Sales Coordinator for the CVB, Natasha Hardie.

**Tourism Events**

**Daytona Turkey Run**

James Richards with the Daytona Turkey Run gave an update on what will occur at the 33<sup>rd</sup> Annual Spring Daytona Turkey Run, March 24-26, 2023.

**Jeep Beach**

Kurt Greer gave an update on Jeep Beach 2023, which will take place April 23-30, 2023.

**Mustangs at Daytona**

Kay Galloway and Jeff Dixon presented the \$7,500 funding request for Mustangs at Daytona, July 10-15, 2023. Funding will go towards marketing the event.

Following the Committee discussion, Farley entertained a motion to approve the \$7,500 funding request for Mustangs at Daytona, July 10-15, 2023.

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Dino Paspalakis motioned to approve the \$7,500 funding request for Mustangs at Daytona. There was no second as Paspalakis withdrew his motion.

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Following more Committee discussion, the Committee recommended that the funding request be for \$5,000, not \$7,500. Farley entertained a motion to approve the \$5,000 funding request for Mustangs at Daytona, July 10-15, 2023.

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Katrina Guevara motioned to approve the \$5,500 funding request for Mustangs at Daytona. Second, by Ana Ventura. The motion passed 8-0

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**The Zimmerman Agency**

**Updates**

Spencer Gibboney reviewed the "Beach On" campaign analytics.

Galloway reviewed the anamorphic billboard that will be in Times Square during April 2023.

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**Department Updates  
Communications**

Andrew Booth reported on travel writer and influencer visits to the area, the Resident Sentiment Survey, Community Outreach Programs, and Community Listening Sessions.

**Marketing**

Kay Galloway reported on the new Destination Guide, Coffee & Connections, recent eNewsletters, and Connor Rand's upcoming travel schedule. Galloway also let the Committee know that Campbell Baker received the Silver Medal Honor from Ad Fed.

**New Business**

Campbell Baker reminded the Committee that the CVB offices will be moving at the end of March 2023.

**Adjourn**

There being no further business or public participation, the meeting adjourned at 4:03 pm.

Submitted by Jennifer Sims, Marketing Systems Manager