

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, April 11, 2023 • 3:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 – Room: Airport Room

AGENDA

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|---|--------------|
| 1. Call to Order | Kay Galloway |
| 2. Roll Call | Kay Galloway |
| 3. Public Participation | Kay Galloway |
| 4. The Zimmerman Agency | Kay Galloway |
| a) Q4 Media Discussion | |
| 5. Marketing & Design Department Update | Kay Galloway |
| 6. New Business | Kay Galloway |
| 7. Adjourn | Kay Galloway |

UPCOMING DATES:

May 9, 2023, at 3:00 PM – Meeting

June 13, 2023, at 3:00 PM – Budget Workshop

Locations: TBD

» 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.