

ADVERTISING ADVISORY COMMITTEE WORKSHOP

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

The Advertising Advisory Committee's workshop was called to order by Kay Galloway at 3:05 pm, April 11, 2023. Jennifer Sims took attendance, and the following members were present in person: Brittany Farella, Deana Gammero, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, Katherine Thompson, Ana Ventura, and Liz Wittig. Shauna Metz and Maria Mojica attended via Zoom Video Conferencing Software. Stacey Conte, Katrina Guevara, Dave Joy, and Susan Keaveney were absent.

Guests:

Linda Bowers, Spencer Gibboney, and Amy Shackelford. Androse Bell attended via Zoom Video Conferencing Software

Staff Present:

Lori Campbell Baker, Kay Galloway, Brian Bentley, Tangela Boyd, Natasha Hardie, Sharon Harlow, Connor Rand, and Jennifer Sims

Public Participation

None

The Zimmerman Agency

Q4 Media Discussion

The Zimmerman Agency reviewed 2022/2021 Q4 visitor data, website analytics and upcoming 2023 Q4 media placements.

New Business

Kay Galloway show the Committee images and video from the Daytona Beach anamorphic billboard in Times Square.

Adjourn

There being no further business or public participation, the workshop adjourned at 4:04 pm.

Submitted by Jennifer Sims, Marketing Systems Manager