

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, April 12, 2022 • 3:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 – Room: Dennis R. McGee

AGENDA

- | | |
|--|--------------|
| 1. Call to Order | Josh Harris |
| 2. Roll Call | Josh Harris |
| 3. Public Participation | Josh Harris |
| 4. The Brandon Agency | Josh Harris |
| a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner, Christie DeAntonio | |
| 5. Mid-Florida Marketing & Research | Josh Harris |
| a) October – December 2021 Visitor Profile – Evelyn Fine | |
| 6. Marketing & Design Department Update | Kay Galloway |
| 7. New Business | Josh Harris |
| 8. Adjourn | Josh Harris |

UPCOMING DATES:

May 10, 2022, at 3:00 PM – Meeting

June 7, 2022, at 3:00 PM – Budget Workshop

Locations: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

» 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.