

## 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

The Advertising Advisory Committee's workshop was called to order by Josh Harris at 3:03 pm, April 12, 2022. Jennifer Sims took attendance, and the following members were present in person, Josh Harris, Steve Farley, Deana Gammero, Katrina Guevara, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, Laura Radford, Shelley Sloan, Katherine Thompson, and Ana Ventura. Jessica Srodulski attended via Zoom Video Conferencing Software. Maria Mojica and Liz Wittig were absent.

### **Guests:**

Christie DeAntonio (Zoom), Evelyn Fine (Zoom), Suzanne Heddy, Andy Kovan, Karen Kuhn, Norm Pytel, and Shelby Selner

### **Staff Present:**

Lori Campbell Baker, Kay Galloway, Linda McMahon (Zoom), Andrew Booth, Jennifer Sims, Tangela Boyd, Connor Rand, and Sharon Harlow (Zoom)

### **Public Participation**

None

Josh Harris recognized the two new members of the Advertising Advisory Committee, Laura Radford and Katherine Thompson.

### **The Brandon Agency – Consumer Marketing & Campaign Recap**

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the campaign recap and research data for March 2022.

### **Mid-Florida Marketing & Research**

Evelyn Fine presented the October through December 2021 Visitor Profile.

### **Marketing & Design Department Update**

Kay Galloway updated the Committee about HAAA's decision to include Aqua and The Zimmerman Agency to the ad agency presentations at their May 18<sup>th</sup> Board meeting. Galloway also reviewed the 2022-2023 budget timeframe, the 2021-2022 budget, and an upcoming opportunity with Garden & Gun Magazine.

Galloway reminded the Committee about their committee applications and National Travel & Tourism Week.

### **New Business**

None

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:32 pm.

Submitted by Jennifer Sims, Marketing Systems Manager