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 18th 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