

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, April 13, 2021 • 3:00 PM • The DAYTONA
1870 Victory Circle, Daytona Beach, FL 32114 Room: Echelon 2

AGENDA

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| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. Public Participation | |
| 4. The Brandon Agency | Steve Farley |
| a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner | |
| b) Wish List | |
| c) 2021-2022 Discussion | |
| 5. Research – Evelyn Fine | Steve Farley |
| 6. Marketing Department | Kay Galloway |
| a) Simpleview Contract 2021 - 2022 | |
| b) Coastal Maps | |
| c) Events Funding Discussion | |
| 7. Committee Applications | Steve Farley |
| 8. New Business | Steve Farley |
| 9. Adjourn | Steve Farley |

UPCOMING DATES:

May 11, 2021, at 3:00 PM – Meeting

Location: Comfort Inn & Suites, 103 South Ocean Avenue, Daytona Beach, FL 32118

June 8, 2021, at 3:00 PM – Budget Workshop

Location: Plaza Resort & Spa, 600 North Atlantic Avenue, Daytona Beach, FL 32118

» 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.