The Advertising Advisory Committee's April workshop was called to order by the Chair Steve Farley at 3:00 PM, April 13, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Dino Paspalakis, and Liz Wittig. Maria Mojica was absent.

**Guests:**

**Staff Present:***
Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Linda McMahon (Zoom), Jennifer Sims, and Tangela Boyd

**Public Participation**
None

**The Brandon Agency**

a) **Marketing, Creative, and Media Update**
Andy Kovan and Shelby Selner discussed the current consumer campaigns, paid social, and See Source data.

b) **Wish List**
Kovan and Selner discussed the planning considerations for July-September 2021. Including; targeting younger audiences along with seniors and boomers, target a higher household income, utilize OTAs during the shoulder season, and prepare for the return of the Canadian and UK markets.

c) **2021-2022 Discussion**
Kovan and Selner discussed the planning considerations for FY 2021-2022. Including; quarterly planning, high impact creative, co-ops, and international marketing.

**Research**
Evelyn Fine with Mid-Florida Marketing and Research presented her proposal to conduct a research study on consumer attitude towards the Daytona Beach Area. The fee for this research study is $19,000 including the costs of design and test of the survey, advertising in social media, hosting the survey, analysis and reporting, and the incentives. Discussion followed.

**Marketing Department**

a) **Simpleview Contract 2021-2022**
Kay Galloway reviewed the 2021-2022 agreement which includes CMS, CRM, Map Publisher Tool, SimpleSupport, User Generated Content, VisitApps, AudioEye, Search Engine Optimization, and Barberstock.

b) **Coastal Maps**
Galloway asked the Committee which map, either Coastal map or Discovery map, they use or distribute to visitors at their business.

a) **Events Funding Discussion**
Galloway discussed options for event organizers that want CVB dollars but not marketing dollar support.

**New Business**
None

**Adjourn**
There being no further business or public participation, the workshop adjourned at 4:13 PM.

Submitted by Jennifer Sims, Marketing Systems Manager