

**ADVERTISING ADVISORY COMMITTEE WORKSHOP**  
Tuesday, April 13, 2021 • 3:00 PM • The DAYTONA  
1870 Victory Circle, Daytona Beach, FL 32114 – Room: Echelon

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:**

Suzanne Heddy, Andy Kovan, Karen Kuhn, Norm Pytel, and Shelby Selner. Christie DeAntonio, Evelyn Fine, and Dawn Temples Knopff attended via Zoom Video Conferencing Software.

**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