

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, April 16, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular workshop was called to order by Kay Galloway at 3:01 p.m., April 16, 2024. Jennifer Sims took attendance, and the following members were present in person: Megan Butler, Theresa Delin, Deana Gammero, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, and Ana Ventura. Krista Goodrich, Susan Keaveney, and Katherine Thompson were absent.

### **Guests:**

Ken Bots, Spencer Gibboney, Tyler Fay, Cathie Rock, and Amy Shackelford. Hannah Brockman, Erin Dinkel, Drew Lewis, and Natalie Yablon attended via Zoom Video Conferencing Software.

### **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Brian Bentley, Tangela Boyd, Sharon Harlow, Connor Rand, and Jennifer Sims.

### **Public Participation**

None

### **Executive Report**

Lori Campbell Baker informed the Committee of the budget timeline for this upcoming fiscal year. She also noted that next fiscal year, the budget will be flat.

### **The Zimmerman Agency**

#### **Consumer Marketing & Campaign Recap**

Spencer Gibboney and Amy Shackelford presented a campaign recap for consumer advertising, creative updates, and research.

Shackelford gave the Committee an update on the Anamorphic Billboard in Times Square and showed the Daytona Beach commercial that will be running on Samsung TVs.

### **24/25 Planning Discussion**

Gibboney and Shackelford reviewed the 24/25 media planning ideas.

### **Marketing Department: 24/25 Planning Discussion**

Galloway discussed the marketing department budget and the adjustments to the data partners the CVB is currently using. Galloway also reminded the Committee that we are in the third year of the Strategic Plan, the Chair and Vice-Chair will be selected at the May meeting, and she gave an update on Biketoberfest® advertising.

### **New Business**

Campbell Baker informed the Committee that Brenda Redmon has taken the position of Director of Sales at the CVB, and the next Partner Learning Session is May 14, 2024, at 3:00 p.m.

### **Adjourn**

There being no further business or public participation, the workshop adjourned at 4:01 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager