

# ADVERTISING ADVISORY COMMITTEE MEETING

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Tuesday, May 10, 2022 • 3:00 PM • Ocean Center  
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

## AGENDA

1. **Call to Order** Josh Harris
  2. **Roll Call** Josh Harris
  3. **Public Participation**
  4. **»\* Consent Agenda** Josh Harris
    - a) Approval of March 8, 2022, Meeting Minutes
    - b) Approval of April 12, 2022, Workshop Minutes
    - c) Media Report March – April 2022
  5. **Executive Report** – Lori Campbell Baker Josh Harris
  6. **Tourism Events** Josh Harris
    - a) »\* P1 Aqua X – Michelle Petro
  7. **The Brandon Agency** Josh Harris
    - a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
  8. **2022-2025 Strategic Plan Review** Lori Campbell Baker
  9. **Department Updates** Josh Harris
    - a) Marketing & Design – Kay Galloway
    - b) Communications/PR – Andrew Booth
    - c) Group Sales – Linda McMahon
  10. **New Business** Josh Harris
  11. **Adjourn** Josh Harris
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### UPCOMING MEETING DATES:

**June 7, 2022, at 3:00 PM – Budget Workshop**

**Location: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC**

**July 12, 2022, at 3:00 PM – Meeting**

**Location: TBD**

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» 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.