

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, May 10, 2022 • 3:00 PM • Ocean Center

101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103BC

The Advertising Advisory Committee's regular meeting was called to order by Josh Harris at 3:01 pm, May 10, 2022. Jennifer Sims took attendance, and the following members were present in person Steve Farley, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, Laura Radford, Shelley Sloan, Jessica Srodulski, Katherine Thompson, and Liz Wittig. Deana Gammero attended via Zoom Video Conferencing Software. Katrina Guevara and Ana Ventura were absent.

Guests:

Christie DeAntonio, Suzanne Heddy, Andy Kovan, Karen Kuhn, Rachel McCray, Michelle Petro (Zoom), Norm Pytel, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Linda McMahon (Zoom), Andrew Booth, Jennifer Sims, Tangela Boyd, Connor Rand, and Sharon Harlow.

Public Participation

None

Consent Agenda

Harris asked if the Committee had any comments or questions on the Consent Agenda, items a-c. Hearing none, he entertained a motion to approve Consent Agenda items a-c.

Steve Farley made a motion to approve the Consent Agenda items a-c. Second, by Jessica Srodulski. The motion passed 12-0.

Executive Report

Lori Campbell Baker reported on the return of COVID 19, the effect gas prices are having on people traveling, and noted that the area had hit its thirteenth record-breaking month.

Tourism Events

2022 P1 AquaX Daytona Grand Prix

Michelle Petro requested \$20,000 for marketing support for the 2022 P1 AquaX Daytona Grand Prix occurs August 12-13, 2022. The \$20,000 funding request would go towards digital and social media.

Following the Committee discussion, Josh Harris asked if the Committee had any comments or questions on approving the \$20,000 funding request for the 2022 P1 AquaX Daytona Grand Prix. Hearing none, he entertained a motion to approve.

Steve Farley made a motion to approve the \$20,000 funding request for the 2022 P1 AquaX Daytona Grand Prix. Second, by Dino Paspalakis. The motion passed 12-0.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Shelby Selner, and Andy Kovan presented the Consumer Marketing Plan, campaign recap, creative updates, and research. Also shown were the two new videos for the Higher Household Income campaign and the new Pinterest ads.

2022-2025 Strategic Plan Review

Campbell Baker went over the main points of the Strategic Plan that HAAA voted on at the March 23, 2022, HAAA Board meeting.

Department Updates

Kay Galloway informed the Committee that the World Pickleball Tournament was postponed. Galloway reported that at the upcoming May 18, 2022 meeting, the HAAA Board will hear from four agencies for the destination marketing account. Ad Committee is invited. Galloway noted that she is still researching Garden & Gun and other media outlets for in market events.

Andrew Booth reported on the 2022-2023 Laurie Rowe Communications review, Jeep Beach media inquiries, press releases, and travel writers that had visited the area.

Linda McMahon gave an update on the initiatives of the sales team, the upcoming IPW FAM with UK buyers and media, the photoshoot with DigitalEdge, the new landing page for Group Sales, and qualified lead generation is outpacing goals this year.

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New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 3:56 pm.

Submitted by Jennifer Sims, Marketing Systems Manager