

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, May 11, 2021 • 3:00 PM • Comfort Inn & Suites
103 South Ocean Avenue, Daytona Beach, FL 32118 – Room Blue

AGENDA

1. **Call to Order** Steve Farley
2. **Roll Call** Steve Farley
3. **Public Participation**
4. **»* Consent Agenda** Steve Farley
 - a) Approval of March 9, 2021, Meeting Minutes
 - b) Approval of April 13, 2021, Workshop Minutes
 - c) Simpleview Analytics for DaytonaBeach.com March 2021
 - d) 2021-2022 Simpleview Contract
5. **Executive Report** – Lori Campbell Baker Steve Farley
6. **The Brandon Agency** Steve Farley
 - a) »* Consumer Marketing & Campaign Recap – Andy Kovan/Shelby Selner
 - b) 2021-2022 Budget
7. **Research** Steve Farley
 - a) »* Mid-Florida Marketing Research, Inc.
8. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
9. **New Business** Steve Farley
10. **Adjourn** Steve Farley

UPCOMING DATES:

June 8, 2021, at 3:00 PM – Budget Workshop

Location: The Plaza Resort & Spa, 600 North Atlantic Avenue, Daytona Beach, FL 32118

July 13, 2021, at 3:00 PM – Meeting

Location: TBD

» 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.