

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Wednesday, June 3, 2020 • 2:00 PM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

- | | |
|---|---|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. Public Participation | Steve Farley |
| 4. Welcome New Committee Members | Steve Farley |
| 5. 2020-21 Marketing Department Budget | Kay Galloway |
| 6. 2020-21 Consumer Marketing Campaign
a) Marketing, Creative, Media | Shelby Selner
Christie DeAntonio
Andy Kovan |
| 7. New Business
a) Upcoming Meeting & Workshop Dates | Steve Farley |
| 8. Adjourn | Steve Farley |

NEW - The next meeting will be held on July 14, 2020 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.