

ADVERTISING ADVISORY COMMITTEE BUDGET WORKSHOP

Tuesday, June 6, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's budget workshop was called to order by Kay Galloway at 3:05 pm, June 6, 2023. Jennifer Sims took attendance, and the following members were present in person, Krista Goodrich, Katrina Guevara, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, Katherine Thompson, and Ana Ventura. Megan Butler, Brittany Farella, Deana Gammero, Shauna Metz, Maria Mojica, Sandra Whittington-Boone, and Liz Wittig were absent.

Guests:

Spencer Gibboney and Amy Shackelford attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kay Galloway, Brian Bentley, Connor Rand, and Jennifer Sims. Andrew Booth, Tangela Boyd, Sharon Harlow, Brandon Little, and Mara Robin attended via Zoom Video Conferencing Software.

Public Participation

None

Kay Galloway recognized the three new members of the Advertising Advisory Committee, Megan Butler, Krista Goodrich, and Sandra Whittington-Boone.

2023-2024 Marketing Department Budget Overview

Galloway viewed the 2023-2024 Marketing Department budget with the Committee. Committee discussed budget levels by quarter and provided input.

New Business

Galloway let the Committee know that they will soon be receiving an email about what sustainability efforts they are using at their business.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:16 pm.

Submitted by Jennifer Sims, Marketing Systems Manager