

ADVERTISING ADVISORY COMMITTEE BUDGET WORKSHOP

Tuesday, June 7, 2022 • 3:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103BC

AGENDA

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| 1. | Call to Order | Josh Harris |
| 2. | Roll Call | Josh Harris |
| 3. | Public Participation | Josh Harris |
| 4. | Welcome New Committee Members | Josh Harris |
| 5. | The Brandon Agency | Josh Harris |
| | a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner | |
| 6. | Mid-Florida Marketing & Research | Josh Harris |
| | a) Quarterly Visitor Profile January – March 2022 - Evelyn Fine | |
| 7. | 2022-2023 Marketing Department Budget Overview | Kay Galloway |
| 8. | The Zimmerman Agency | Kay Galloway |
| 9. | New Business | Josh Harris |
| 10. | Adjourn | Josh Harris |

UPCOMING DATES:

July 12, 2022, at 3:00 PM – Meeting

Location: Daytona Beach City Hall, 301 South Ridgewood Avenue, Daytona Beach, FL 32114 Room: 149

August 9, 2022, at 3:00 PM – Workshop

Locations 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.