

ADVERTISING ADVISORY COMMITTEE BUDGET WORKSHOP
Tuesday, June 8, 2021 • 3:00 PM • The Plaza Resort & Spa
600 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: Vista Del Mar

The Advertising Advisory Committee's June budget workshop was called to order by Chair Josh Harris at 3:00 p.m., June 8, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Katrina Guevara, Josh Harris, Susan Keaveney, Christos Mavronas, Angela Miniagi, Ana Ventura, and Liz Wittig. Aileen Kelleman-Band joined via Zoom Video Conferencing Software. Maria Mojica and Dino Paspalakis were absent.

Guests:

Linda Bowers, Jim Jaworski, Andrea Kerr, Karen Kuhn, and Norm Pytel. Christie DeAntonio, Evelyn Fine, Andy Kovan, and Shelby Selner attended via Zoom Video Conferencing Software.

Staff Present:

Kay Galloway, Kate Holcomb (Zoom), Linda McMahon (Zoom), Jennifer Sims, and Tangela Boyd

Public Participation

None

Welcome New Committee Members

Josh Harris welcomed new committee members Katrina Guevara, Christos Mavronas, and Ana Ventura.

2021-22 Marketing Department Budget Overview

Kay Galloway presented the 2021-22 Marketing Department Budget Overview to the Committee. Galloway answered questions and discussed the budget spend for the upcoming fiscal year.

The Brandon Agency

a) 2020-21 Marketing, Creative, and Media Review

Shelby Selner and Christie DeAntonio reviewed the 2020-21 media plan, marketing, creative, and campaign results with the Committee.

b) 2021-2022 Planning

Selner and DeAntonio reviewed the marketing strategy for the 2021-2022 fiscal year.

New Business

Harris reminded the Committee that they are welcome to come to the HAAA Board Budget Workshop on June 16, 2021, at 2:00 p.m.

Adjourn

There being no further business or public participation, the workshop adjourned at 4:28 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager