

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, June 8, 2021 • 3:00 PM • Plaza Resort & Spa
600 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Vista Del Mar

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. 2021-22 Marketing Department Budget Overview | Kay Galloway |
| 6. The Brandon Agency | Josh Harris |
| a) 2020-21 Marketing, Creative, & Media Review – Andy Kovan, Shelby Selner | |
| b) 2021-2022 Planning | |
| 7. New Business | Josh Harris |
| 8. Adjourn | Josh Harris |

UPCOMING DATES:

July 13, 2021, at 3:00 PM – Meeting
August 10, 2021, 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.