

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, July 9, 2024 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Shelley Sloan
2. **Roll Call** Shelley Sloan
3. **Public Participation** Shelley Sloan
4. **»* Consent Agenda** Shelley Sloan
 - a) Approval of May 7, 2023, Meeting Minutes
 - b) May 2024 Simpleview Digital Marketing Report
 - c) May 2024 Zartico Visitor Profile Report
 - d) June 2024 End of Month Social/eNewsletter/Blog Report
 - e) June 2024 Group Sales Activity Report
 - f) June 2024 Partner Referral Report
5. **Executive Report** Lori Campbell Baker
6. **Agreement Renewals** Shelley Sloan
 - a) Simpleview Services
 1. »* Customer Relationship Management (CRM)
 2. »* User-Generated Content via Crowdriff
 3. »* Crowdriff Call-to-Action Add-On
 4. »* AudioEye
 5. »* SimpleSupport 5 Plan
 6. »* Content Management System License (CMS)
 7. »* Map Publisher Tool
 8. »* Visit Widget
 9. »* Simpleview Digital Asset Management Tool (DAM) via Cloudinary
 - b) »* Pay-Per-Click (PPC)
 - c) »* Search Engine Optimization (SEO)
7. **Biketoberfest® 2024** Kay Galloway
 - a) Campaign Update
8. **The Zimmerman Agency** Shelley Sloan
 - a) Campaign Update
 - b) »* Q1 & Q2 Media
9. **Department Updates** Shelley Sloan
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Brenda Redmon
 - c) Marketing & Design – Kay Galloway
10. **New Business** Shelley Sloan
 - a) 2025 Workshop & Meeting Dates
11. **Adjourn** Shelley Sloan

UPCOMING DATES:

August 13, 2024, at 3:00 PM – Workshop
September 10, 2024, at 3:00 PM – Meeting

Location: Daytona Beach Area CVB

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» 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.