

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, July 11, 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 regular meeting was called to order by Kay Galloway at 3:01 pm, July 11, 2023. Jennifer Sims took attendance, and the following members were present in person Deana Gammero, Katrina Guevara, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, Katherine Thompson, Ana Ventura, and Liz Wittig. Megan Butler, Krista Goodrich, Shauna Metz, Shelley Sloan, and Sandra Whittington-Boone were absent.

Guests:

Kevin Bowler, Carl Brigandi, Matt Clark, Spencer Gibboney, Amy Griffith, Skip James, Jonny Magill, Norm Pytel, Cathie Rock, Ryan Ronk, Amy Shackelford, and Don Stoner

Staff Present:

Lori Campbell Baker, Kay Galloway, Andrew Booth, Brian Bentley, Tangela Boyd, Connor Rand, and Jennifer Sims

Public Participation

None

2023/2024 Committee Elections Chair

Motion by Katrina Guevara to nominate Liz Wittig to Chair the Advertising Committee during 2023-2024. Second, by Dino Paspalakis. The motion passed 6-0.

Vice-Chair

Motion by Katrina Guevara to nominate Katherine Thompson to be Vice-Chair of the Advertising Committee during 2023-2024. Second, by Susan Keaveney. The motion passed 6-0.

Consent Agenda

Wittig asked if the Committee had any comments or questions on the Consent Agenda, items a-g. Hearing none, she entertained a motion to approve Consent Agenda items a-g.

Motion by Dino Paspalakis to approve Consent Agenda items a-g. Second, by Katrina Guevara. The motion passed 7-0.

Executive Report

Lori Campbell Baker reported on the 2023-2024 Budget and Marketing Plan and the new dog beach prototype that was approved by Volusia County Council.

Tourism Events

Epson (formerly Symetra) Tour Championship

Kevin Bowler and Ryan Ronk presented the marketing plan for the 2023 Epson Tour Championship, October 2-9, and a recap of the 2022 event. (The \$25,000 amount was previously approved by HAAA to be included in the annual budget.)

Run Daytona 15K – 10K – 5K Racing Weekend

Don Stoner came before the Committee to request \$2,000 for the Run Daytona 15K – 10K – 5K Racing Weekend, September 8-10, 2023. The \$2,000 funding request will go towards marketing the event.

Following Committee discussion, Wittig entertained a motion to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend.

Motion by Dino Paspalakis to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend. Second, by Ana Ventura. The motion passed 7-0. Katrina Guevara recused herself from the vote.

Biketoberfest® 2023 Update

Kay Galloway presented the marketing update for Biketoberfest® 2023. Galloway also updated the Committee on the Master Plan meeting, July 21, 2023 at 9:00 am and the new sponsors.

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The Zimmerman Agency – Consumer Marketing & Campaign Recap

Spencer Gibboney and Amy Shackelford presented the Consumer Marketing Plan, campaign recap, creative updates, and research.

Gibboney and Shackelford reviewed the Quarter 1 and Quarter 2 media spend totaling \$3,883,200 with the Committee.

Following Committee discussion, Wittig entertained a motion to approve the Quarter 1 and Quarter 2 media spend totaling \$3,883,200.

Motion made by Susan Keaveney to approve the Quarter 1 and Quarter 2 media spend totaling \$3,883,200. Second, by Aileen Kelleman-Band. The motion passed 8-0.

Department Updates

Andrew Booth reported on press releases, influencer and travel writer visits, the recent Golf FAM, the Speakers Bureau, Community Listening Sessions, and the Tourism Ambassador Program.

Linda McMahon was not able to attend. Galloway let the Committee know that the June 2023 Group Sales Activity Report was in their packets. Galloway also reported on Tour Operator packages, Digital Edge, geo-fencing, and pay-per-click (PPC).

Galloway reported on Threads, the upcoming TripAdvisor and Expedia co-ops, Coffee and Connections on July 21, 2023 at 8:30 am, Tourism Partner Day (10/6), Crowdriff Content Creators, eNewsletters, a possible September program to show beachside restaurants and attractions.

New Business

The Committee was informed that we have won a Flagler Award.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:55 pm.

Submitted by Jennifer Sims, Marketing Systems Manager