ADVERTISING ADVISORY COMMITTEE MEETING
Tuesday, July 12, 2022 • 3:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: 2nd Floor Board Room

AGENDA

1. Call to Order
   Josh Harris

2. Roll Call
   Josh Harris

3. Public Participation
   Josh Harris

4. » Consent Agenda
   Josh Harris
   a) Approval of May 10, 2022, Meeting Minutes
   b) Approval of June 7, 2022, Budget Workshop Minutes
   c) May – June 2022 Media Report
   d) July 2022 Group Sales Activity Report

5. Executive Report – Lori Campbell Baker
   Josh Harris

6. Tourism Events
   Kay Galloway
   a) Epson (formerly Symetra) Tour Championship – Ryan Ronk
   b) » Run Daytona 15K – 10K – 5K Racing Weekend – Juan Guevara

7. Biketoberfest® 2022 Update
   Kay Galloway

8. The Brandon Agency
   Josh Harris
   a) Consumer Marketing & Campaign Recap – Shelby Selner & Christie DeAntonio
   b) » Additional Fourth Quarter Media

9. 2022/23 Marketing Plan Review
   Kay Galloway

10. The Zimmerman Agency
    Josh Harris
    a) Research Results – Curtis Zimmerman/John Nicholas/Amy Shackelford
    b) 2022/23 Media Plan
    c) » Early 2022/23 Media Placements

11. Department Updates
    Josh Harris
    a) Marketing & Design – Kay Galloway
    b) Communications/PR – Andrew Booth
    c) Group Sales – Linda McMahon

12. New Business
    Josh Harris

13. Adjourn
    Josh Harris

UPCOMING DATES:
August 9, 2022, at 3:00 PM – Workshop
September 13, 2022, at 3:00 PM – Meeting
Workshop & Meeting Location: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 Room – 2nd Floor Board Room

» 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.