

# ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, July 12, 2022 • 3:00 PM • Daytona Beach Area CVB  
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: 2<sup>nd</sup> 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) Epsom (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

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### 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 – 2<sup>nd</sup> Floor Board Room**

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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.