

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, July 12, 2022 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: Second Floor Boardroom

The Advertising Advisory Committee's regular meeting was called to order by Josh Harris at 3:00 pm, July 12, 2022. Jennifer Sims took attendance, and the following members were present in person Steve Farley, Deana Gammero, Katrina Guevara, Josh Harris, Dave Joy, Susan Keaveney, Aileen Kelleman-Band, Shauna Metz, Dino Paspalakis, Laura Radford, Shelley Sloan, Katherine Thompson, and Ana Ventura. Maria Mojica and Jessica Srodulski via Zoom Video Conferencing Software. Liz Wittig was absent.

Guests:

Christie DeAntonio (Zoom), Evelyn Fine (Zoom), Vicky Foley, Spencer Gibboney (Zoom), Juan Guevara, Suzanne Heddy, Andy Jorishie, Karen Kuhn, Adam LaRocca (Zoom), Drew Lewis (Zoom), John Nicholas, Norm Pytel, Ryan Ronk, Kevin Bowler, Amy Shackelford, Shelby Selner (Zoom), and Don Stoner

Staff Present:

Lori Campbell Baker, Kay Galloway, Linda McMahon (Zoom), Andrew Booth (Zoom), Jennifer Sims, and Connor Rand

Public Participation

None

Consent Agenda

Harris asked if the Committee had any comments or questions on the Consent Agenda, items a-d. Hearing none, he entertained a motion to approve Consent Agenda items a-d.

Steve Farley made a motion to approve Consent Agenda items a-d. Second, by Aileen Kelleman-Band. The motion passed 14-0.

Executive Report

Lori Campbell Baker reported people are traveling again, the price of gas has gone down, and noted that the area had hit its fifteenth record-breaking month.

Tourism Events

Epson (formerly Symetra) Tour Championship

Kevin Bowler and Ryan Ronk presented the marketing plan for the 2022 Epson Tour Championship and a recap of the 2021 event. (The \$25,000 amount was previously approved by HAAA to be included in the annual budget.)

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

Juan Guevara and Don Stoner came before the Committee to request \$2,000 for the Run Daytona 15K – 10K – 5K Racing Weekend, September 9-11, 2022. The \$2,000 funding request will go towards marketing the event.

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

Steve Farley made a motion to approve the \$2,000 funding request for the Run Daytona 15K – 10K – 5K Racing Weekend. Second, by Dino Paspalakis. The motion passed 14-0. Katrina Guevara recused herself from the vote.

Biketoberfest® 2022 Update

Kay Galloway presented the marketing update for Biketoberfest® 2022. Galloway also updated the Committee on the GEICO agreement, the Official Welcome Tent where visitors can pick up their pins, posters, poker chips, and stickers.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, and research.

DeAntonio and Selner reviewed an additional media spend during the fourth quarter totaling \$500,000 with the Committee.

Following Committee discussion, Harris entertained a motion to approve the additional media spend during the fourth quarter totaling \$500,000, with twenty percent of the total being put towards broadcast television in the Orlando and Tampa markets.

Susan Keaveney made a motion to approve the additional media spend during the fourth quarter totaling \$500,000, with twenty percent of the total being put towards broadcast television in the Orlando and Tampa markets. Second, by Dave Joy. The motion passed 15-0.

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2022-2023 Marketing Plan Review

Galloway reviewed the main points of the 2022-2023 Marketing Plan with the Committee.

The Zimmerman Agency

Andy Jorishie reviewed the “Beach On” copy testing result and Momentum Days with the Committee.

John Nicholas presented the 2022 – 2023 Media Strategy followed by first quarter (September – December) media placements.

Following Committee discussion, Harris entertained a motion to approve the first quarter media spend for \$1,348,370.30.

Steve Farley made a motion to approve the first quarter media spend for \$1,348,370.30. Second, by Aileen Kelleman-Band. The motion passed 13-0.

Department Updates

Kay Galloway reported on IZEA’s three social media influencers and the upcoming co-op opportunity with TravelZoo.

Andrew Booth reported on press releases, morning show interviews, travel writers that had visited the area, and upcoming FAM trips with Laurie Rowe Communications.

Linda McMahon gave an update on the initiatives of the sales team, Digital Edge new photo shoot, Post FAM with Destinations Southeast, Connect Marketplace, upcoming client events and the new Group Sales Activity Report.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:25 pm.

Submitted by Jennifer Sims, Marketing Systems Manager