

**ADVERTISING ADVISORY COMMITTEE REGULAR MEETING**  
Tuesday, July 13, 2021 • 3:00 PM • Daytona Beach International Airport  
700 Catalina Drive, Daytona Beach, FL 32114 – Room: Dennis McGee

The Advertising Advisory Committee's regular meeting was called to order by Chair Josh Harris at 3:01 PM, July 13, 2021. Jennifer Sims took attendance, and the following members were present in person, Katrina Guevara, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Christos Mavronas, Angela Miniagi, Maria Mojica, Dino Paspalakis, and Ana Ventura. Deana Gammero and Liz Wittig attended the meeting through Zoom Video Conferencing, and Steve Farley was absent.

**Guests:**

Kevin Bowler, Christie DeAntonio, Evelyn Fine (Zoom), Jim Jaworski, Carol Killian, Andy Kovan, Karen Kuhn, Norm Pytel, and Shelby Selner

**Staff Present:**

Lori Campbell Baker, Kate Holcomb, Jennifer Sims, and Tangela Boyd

Chair Josh Harris re-introduced new Committee members Christos Mavronas, Katrina Guevara, and Ana Ventura.

**Public Participation**

None

**Consent Agenda**

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

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Angela Miniagi made a motion to approve the Consent Agenda items a-e. Second, by Aileen Kelleman-Band. The motion passed 9-0.

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**Executive Report**

Lori Campbell Baker presented the Executive Report. The report covered traveler sentiment (which is trending up regarding travel), the Halifax Area's recording-breaking March, April, and May bed tax collections, June/July forecast, and COVID-19.

**Tourism Events**

**2021 Symetra Tour Championship**

Kevin Bowler came before the Committee to request \$25,000 for the 2021 Symetra Tour Championship. The \$25,000 funding request will go towards digital and social media.

Following Committee discussion, Josh Harris entertained a motion to approve the \$25,000 funding request for the 2021 Symetra Tour Championship.

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Dino Paspalakis made a motion to approve the \$25,000 funding request for the 2021 Symetra Tour Championship. Second, by Katrina Guevara. The motion passed 9-0.

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**The Brandon Agency – Consumer Marketing & Campaign Recap**

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

**Additional Placements for September**

Shelby Selner presented a plan to increase brand awareness in prime markets for September 2021. The Brandon Agency recommends spending an additional \$238,084 on Broadcast TV to supplement Cable TV and adding to the budget for Canada and the United Kingdom media plan.

Following the Committee discussion, Harris entertained a motion to approve the Additional Placement Spend for September 2021 of \$238,084.

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Susan Keaveney made a motion to approve the Additional Placement Spend for September 2021 of \$238,084. Second, by Christos Mavronas. The motion passed 9-0.

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**October – December Placements**

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Following the Committee discussion, Harris entertained a motion to approve the October through December 2021 Media spend for \$847,122.

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Dino Paspalakis made a motion to approve the October through December 2021 Media spend for \$847,122. Second, by Aileen Kelleman-Band. The motion passed 9-0.

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**Biketoberfest® 2021**

DeAntonio reviewed the advertising theme and media plan for Biketoberfest® 2021 with the Committee.

**Department Updates**

Tangela Boyd gave an overview of the CVB social media channels, the Weekday Beach day campaign, and the Tailgate Tour. Boyd also updated the Committee on the meeting that CVB staff had with the Biketoberfest® Advisory Committee and City of Daytona Beach Staff regarding the Master Plan Applications to be brought in front of the City Commission on July 21, 2021.

Kate Holcomb reported on the Media Report for May and June 2021 and upcoming work with a social influencer. Holcomb also gave an update on Laurie Rowe Communications.

Lori Campbell Baker reported on the Group Sales Department's sales initiatives.

**New Business**

None

**Adjourn**

There being no further business or public participation, the meeting adjourned at 4:18 PM.

Submitted by Jennifer Sims, Marketing Systems Manager