

## ADVERTISING ADVISORY COMMITTEE MEETING

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Tuesday, July 14, 2020 • 3:00 PM • Ocean Center, Room 103ABC  
101 North Atlantic Avenue, Daytona Beach, FL 32118

### AGENDA

1. **Call to Order** **Steve Farley**
2. **Roll Call** **Steve Farley**
3. **»\* Consent Agenda** **Steve Farley**
  - a) Approval of the May 12, 2020 Minutes
  - b) April and May 2020 Simpleview Analytics
  - c) March and April 2020 OCC/ADR Report
  - d) 2020-2021 Simpleview Contract
  - e) Upcoming Workshop Dates
4. **Tourism Events** **Steve Farley**
  - a) »\* Symetra Classic – Ryan Ronk
5. **The Brandon Agency** **Steve Farley**
  - a) »\* 2020-2021 Consumer Marketing Plan – Christie DeAntonio, Andy Kovan, Shelby Selner
  - b) 2019-2020 Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner
6. **Department Updates**
  - a) Marketing & Design – Kay Galloway
  - b) Communications/PR – Kate Holcomb
  - c) Group Sales – Linda McMahon
7. **Public Participation** **Steve Farley**
8. **Adjourn** **Steve Farley**

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#### UPCOMING DATES:

**August 4, 2020, at 3:00 PM – Workshop**  
**September 8, 2020, at 3:00 PM – Meeting**

**MEETING LOCATIONS: TBD**

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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.