

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, August 9, 2022 • 3:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

AGENDA

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| 1. | Call to Order | Steve Farley |
| 2. | Roll Call | Steve Farley |
| 3. | Public Participation | Steve Farley |
| 4. | CVB Advertising Co-Op Survey | Kay Galloway |
| 5. | The Brandon Agency | Steve Farley |
| | a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Shelby Selner | |
| 6. | The Zimmerman Agency – Andy Jorishie | Steve Farley |
| | a) Momentum Days Report | |
| | b) Beach On Campaign Update | |
| | c) Destination Logo Update | |
| 7. | Department Updates | Steve Farley |
| | a) Communications – Andrew Booth | |
| | b) Group Sales – Linda McMahon | |
| | c) Marketing – Kay Galloway | |
| 8. | New Business | Steve Farley |
| | a) 2023 Meeting & Workshop Dates | |
| 9. | Adjourn | Steve Farley |

UPCOMING DATES:

September 13, 2022, at 3:00 PM – Meeting

October 11, 2022, at 3:00 PM – Workshop

Location: 126 East Orange Avenue, Daytona Beach, FL 32114 Room: Second Floor Boardroom

» 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.