

## ADVERTISING ADVISORY COMMITTEE WORKSHOP

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

The Advertising Advisory Committee's workshop was called to order by Kay Galloway at 3:00 pm, August 9, 2022. Jennifer Sims took attendance, and the following members were present in person, Katrina Guevara, Susan Keaveney, Laura Radford, Shelley Sloan, Katherine Thompson, and Ana Ventura. Deana Gammero, Aileen Kelleman-Band, and Jessica Srodulski attended via Zoom Video Conferencing Software. Steve Farley, Josh Harris, Dave Joy, Shauna Metz, Maria Mojica, Dino Paspalakis, and Liz Wittig were absent.

### **Guests:**

Jim Abbott, Brittany Farella, Spencer Gibboney (Zoom), Andy Jorishie, Drew Lewis (Zoom), Norm Pytel, Kate Sark, Shelby Selner (Zoom), and Amy Shackelford (Zoom)

### **Staff Present:**

Kay Galloway, Andrew Booth, Jennifer Sims, Tangela Boyd, Connor Rand, and Sharon Harlow

### **Public Participation**

None

Kay Galloway welcomed the Committee and asked them to participate in the co-op survey using the QR code at the front of the room.

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

Shelby Selner presented the campaign recap and research data for July 2022.

### **The Zimmerman Agency**

Andy Jorishie reviewed the Daytona Momentum results, the new “Beach On” campaign, and the updated destination logo.

### **Department Updates**

#### **Communications**

Andrew Booth reviewed press releases for the Marine Corps League's 99<sup>th</sup> National Convention and Biketoberfest®, upcoming speaking events that Lori Campbell Baker and himself will be giving, and the three IZEA social media influencers in the area.

#### **Group Sales**

Galloway let the Committee know that Linda McMahon and the Sales Managers were attending Connect Marketplace in Detroit.

#### **Marketing**

Galloway asked the Committee about their availability for the Coke Zero Sugar 400 and Biketoberfest®. Galloway also informed the Committee that they would be discussing research at the September meeting, and they were also reminded about the upcoming Tourism Partner Day (10/7) at the airport.

### **New Business**

None

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:11 pm.

Submitted by Jennifer Sims, Marketing Systems Manager