

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, September 12, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular meeting was called to order by Vice-Chair Katherine Thompson at 3:01 p.m., September 12, 2023. Jennifer Sims took attendance, and the following members were present in person: Megan Butler, Krista Goodrich, Katrina Guevara, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, Katherine Thompson, and Ana Ventura. Deana Gammero attended via Zoom Video Conferencing Software. Susan Keaveney, Liz Wittig, and Sandra Whittington-Boone were absent.

Guests:

Hannah Brockman, Erin Dinkel, Evelyn Fine, Spencer Gibboney, Drew Lewis, James Richards, Cathie Rock, Amy Shackelford, and Joseph St. Germain

Staff Present:

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

Public Participation

None

Consent Agenda

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

Motion by Katrina Guevara to approve Consent Agenda items a-d. Second, by Aileen Kelleman-Band. The motion passed 6-0.

Executive Report

Lori Campbell Baker reported on awards the CVB recently received: a Silver Flagler Award for the "Beach On" campaign and a Dot.com Platinum Award for the Paid Media/Online Advertising campaign. Also discussed were the 2023-24 budget approval, the recently sent-out RFP for Market Research, the new COVID strain, hurricane season, and Avelo Airlines adding more flights to the Daytona Beach area.

Tourism Events

Daytona Turkey Run

James Richards presented a recap of the 2023 spring event and the marketing plan for the fall event. (The \$10,000 for the fall event was previously approved by HAAA to be included in the annual budget.)

The Zimmerman Agency – Consumer Marketing & Campaign Recap

Spencer Gibboney presented the Consumer Marketing Plan, campaign recap, creative updates, and research.

Perception Study (2nd Wave)

Joseph St. Germain with Downs & St. Germain Research presented the Daytona Beach Market Perception Study. St. Germain reviewed and answered questions on the key takeaways from the study.

Department Updates

Andrew Booth reported on Community Outreach, the Tourism Ambassador Program, Community Listening Sessions, FAMs, travel writer visits, and upcoming press releases.

Linda McMahon reported on Group Sales attendance at Connect Marketplace, including a group painting with Perego, the Arrowhead FAM, WestJet, and the recently mailed mailer to Canadian Automobile Association offices in Ontario and Quebec.

Kay Galloway reported on two social media campaigns (Destination Beachside and Florida Beach Staycation), the Atlanta Fall Break campaign, the new MotoPassport on the Biketoberfest® App, event sponsors, the Visitor Profile Study that will be conducted during Biketoberfest®, and Tourism Partner Day (10/6).

Mid-Florida Marketing & Research

Evelyn Fine presented the April through June 2023 Quarterly Visitor Profiles.

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, September 12, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

New Business

Thompson asked if the Committee had any comments or questions on the 2023-2024 Meeting/Workshop Dates. Hearing none, she entertained a motion to approve the 2023-2024 Meeting/Workshop Dates.

Motion by Dino Paspalakis to approve the 2023-2024 Meeting/Workshop Dates. Second, by Shelley Sloan. The motion passed 8-0.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:34 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager