

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, September 13, 2022 • 3:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom

AGENDA

1. Call to Order Josh Harris
2. Roll Call Josh Harris
3. Public Participation
4. »* Consent Agenda Josh Harris
 - a) Approval of July 12, 2022, Meeting Minutes
 - b) Approval of August 09, 2022, Workshop Minutes
 - c) 2023 Meeting & Workshop Dates
 - d) Simpleview Analytics for DaytonaBeach.com
 - e) The Brandon Agency End-of-Month Reports
5. Executive Report – Lori Campbell Baker Josh Harris
6. Tourism Events Josh Harris
 - a) Daytona Turkey Run – Jennifer Labonte
 - b) »* CLASH Daytona 2022 – Bill Christy
7. The Brandon Agency Josh Harris
 - a) Consumer Marketing & Campaign Recap – Shelby Selner & Christie DeAntonio
8. The Zimmerman Agency
 - a) Updates – Amy Shackelford, Andy Jorishie, & John Nicholas
 - b) »* Quarter Two Media Placements
 - c) Perception Study Results
9. Mid-Florida Marketing & Research Josh Harris
 - a) Quarterly Visitor Profile – Evelyn Fine
10. »* 2022/23 Research – Kay Galloway Josh Harris
11. Department Updates
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahon
 - c) Marketing – Kay Galloway
12. New Business Josh Harris
13. Adjourn Josh Harris

UPCOMING MEETING DATES:

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

November 8, 2022, at 3:00 PM – Meeting

Workshop & Meeting Location:

Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 – 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.