

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, October 10, 2023 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, 5th Floor • Ormond Beach, FL 32176

AGENDA

1. Call to Order Liz Wittig
2. Roll Call Liz Wittig
3. Public Participation
4. Executive Report – Lori Campbell Baker Liz Wittig
5. The Zimmerman Agency
 - a) Updates – Amy Shackelford & Spencer Gibboney
 - b) Activation Presentation
6. Department Updates
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahon
 - c) Marketing – Kay Galloway
7. New Business Liz Wittig
8. Adjourn Liz Wittig

UPCOMING MEETING DATES:

November 7, 2023, at 3:00 PM – Meeting
December 12, 2023, at 3:00 PM - Workshop

Workshop & Meeting Location:

Daytona Beach Area CVB, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

» 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.