

# ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, November 8, 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 Josh Harris
4. Welcome New Committee Members Josh Harris
5. »\* Consent Agenda Josh Harris
  - a) Approval of September 13, 2022, Workshop Minutes
  - b) End-of-Month Reports
  - c) Biketoberfest® Paid Media Report
  - d) Simpleview Analytics for DaytonaBeach.com
6. Executive Report – Lori Campbell Baker Josh Harris
7. Tourism Events Josh Harris
  - a) »\* Savannah Bananas World Tour – Patrick Briody
  - b) »\* Daytona 2 Beach Half Marathon & 5K powered by CLASH Endurance – Andre Lapar
8. The Zimmerman Agency
  - a) Updates – Amy Shackelford, Andy Jorishie, & Spencer Gibboney
9. Department Updates
  - a) Communications/PR – Andrew Booth
  - b) Group Sales – Linda McMahon
  - c) Marketing – Kay Galloway
10. New Business Josh Harris
11. Adjourn Josh Harris

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### UPCOMING MEETING DATES:

December 13, 2022 - Workshop

Location: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom

January 10, 2023 – Meeting

Location: TBD

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» 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.