

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, November 8, 2022 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: Second Floor Boardroom

The Advertising Advisory Committee's regular meeting was called to order by Josh Harris at 3:06 pm, November 8, 2022. Jennifer Sims took attendance, and the following members were present in person Stacey Conte, Brittany Farella, Steve Farley, Josh Harris, Laura Radford, Shelley Sloan, Ana Ventura, and Liz Wittig. Deana Gammero and Katrina Guevara attended via Zoom Video Conferencing Software. Dave Joy, Susan Keaveney, Aileen Kelleman-Band, Shauna Metz, Maria Mojica, Dino Paspalakis, and Katherine Thompson were absent.

### **Guests:**

Jesse Cole (Zoom), Spencer Gibboney, Lyndsey Gilreath, Andre Lapar, Adam LaRocca (Zoom), and Amy Shackelford

### **Staff Present:**

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

### **Public Participation**

None

### **Welcome New Committee Members**

Josh Harris welcomed new Committee members, Brittany Farella and Stacey Conte.

### **Consent Agenda**

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

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Steve Farley motioned to approve Consent Agenda items, a-d. Second, by Liz Wittig. The motion passed 10-0.

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### **Tourism Events**

#### **Savannah Bananas**

Jesse Cole presented the \$15,000 tourism event funding request for the 2023 Banana Ball World Tour. Funding will go towards marketing the event.

Following the Committee discussion, Harris entertained a motion to approve the \$15,000 funding request for the Savannah Bananas.

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Steve Farley motioned to approve the \$15,000 funding request for the Savannah Bananas. Second, by Ana Ventura. The motion passed 10-0.

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#### **Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance**

Andre Lapar, and Lyndsey Gilreath presented the \$15,000 tourism event funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance. The \$15,000 funding request will go towards event marketing, social media, and video magazine marketing.

Following the Committee discussion, Harris entertained a motion to approve the \$15,000 funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance.

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Liz Wittig motioned to approve the \$15,000 tourism event funding request for the Daytona 2 Beach Half Marathon & 5K Powered by CLASH Endurance. Second, by Shelley Sloan. The motion passed 9-0. Katrina Guevara recused herself due to a conflict of interest.

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### **The Zimmerman Agency**

#### **Updates**

Spencer Gibboney, Adam LaRocca, and Amy Shackelford reviewed the "Beach On" campaign and upcoming advertising opportunities.

### **Department Updates**

#### **Communications**

Andrew Booth reported on what the CVB is doing to monitor Tropical Storm Nicole, upcoming press releases, and the Community Listening Sessions.

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### **Marketing**

Kay Galloway reported on preparations for Tropical Storm Nicole and how the CVB is handling alerts and social media. Also discussed were the new Destination Guide, advertising co-ops, and Tourism Partner Day.

### **New Business**

None

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 3:35 pm.

Submitted by Jennifer Sims, Marketing Systems Manager