

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, November 9, 2021 • 3:00 PM • Hard Rock Hotel Daytona Beach
918 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: Roxy

AGENDA

1. **Call to Order** **Josh Harris**
2. **Roll Call** **Josh Harris**
3. **Public Participation**
4. **»* Consent Agenda** **Josh Harris**
 - a) Approval of September 1, 2021, Meeting Minutes
 - b) Simpleview Analytics for DaytonaBeach.com
 - c) Biketoberfest® Paid Media Report
 - d) September/October 2021 Media Report
5. **Executive Report** – Lori Campbell Baker **Josh Harris**
6. **Tourism Events** **Josh Harris**
 - a) **»* Savannah Bananas** – Jesse Cole & Patrick Briody
7. **The Brandon Agency** **Josh Harris**
 - a) **»* Consumer Marketing & Campaign Recap** – Christie DeAntonio, Andy Kovan, Shelby Selner
8. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
9. **New Business** **Josh Harris**
10. **Adjourn** **Josh Harris**

UPCOMING MEETING DATES:

December 7, 2021, at 3:00 PM – Workshop

January 11, 2022, at 3:00 PM – Meeting

Workshop & Meeting Location:

TBD

» 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.