

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 7, 2021 • 3:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114. Room: Airline Room

The Advertising Advisory Committee's workshop was called to order by Chair Josh Harris at 3:03 PM, December 7, 2021. Amber White took attendance, and the following members were present in person, Steve Farley, Deana Gammetero, Katrina Guevara, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Maria Mojica, Dino Paspalakis, and Ana Ventura. Christos Mavronas, Shelley Sloan, and Liz Wittig were absent.

Guests:

Scott Brandon, Christie DeAntonio, Andy Kovan, Karen Kuhn, Norm Pytel, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Amber White, Tangela Boyd (Zoom), and Connor Rand

Public Participation

None

Arrivalist Platform Demo

Prior to the demonstration of the Arrivalist Platform, Shelby Selner and Christie DeAntonio presented the November campaign recap and research.

Selner walked the Committee through the Arrivalist platform, covering reports such as Top Origin Markets, Total Estimated US Adult Trips, Average Nights, and Average Distanced Traveled from January 2021 to the present.

2022 Bike Week Media & Creative

DeAntonio, Andy Kovan, and Selner presented the 2022 Official Bike Week creative. The media placements were also reviewed; this year, Twitter and TikTok will be incorporated into the media plan.

Request for Statement of Qualifications (RFQ) Document and Timeline

Kay Galloway informed the Committee it was time to go through the RFQ process for the Advertising Agency of record. The Committee looked over the request document and timeline. The deadline to collect information would be February 4, 2022.

Department Update

Lori Campbell Baker and Galloway invited the Committee to the Strategic Planning Workshop with MMGY on December 15, 2021. Galloway also introduced Connor Rand, the new Tourism Partner Liaison & Promotions Coordinator at the CVB.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:10 PM.

Submitted by Jennifer Sims, Marketing Systems Manager