

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 13, 2022 • 3:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114 – Second Floor Boardroom

AGENDA

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| 1. | Call to Order | Josh Harris |
| 2. | Roll Call | Josh Harris |
| 3. | Public Participation | Josh Harris |
| 4. | Executive Report – Lori Campbell Baker | Josh Harris |
| 5. | The Zimmerman Agency | Josh Harris |
| 6. | Department Updates | |
| | a) Communications/PR – Andrew Booth | |
| | b) Group Sales – Linda McMahon | |
| | c) Marketing – Kay Galloway | |
| 7. | New Business | Josh Harris |
| 8. | Adjourn | Josh Harris |

UPCOMING MEETING DATES:

January 10, 2023 – Meeting

February 7, 2023 - Workshop

Location: Daytona Beach Area CVB, 126 East Orange Avenue, Daytona Beach, FL 32114

» 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.