

ADVERTISING ADVISORY COMMITTEE BUDGET WORKSHOP

Tuesday, June 3, 2020 • 2:00 PM • Virtual Meeting using Zoom Video Conferencing Software

The June budget workshop of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 2:00 PM, June 3, 2020. Jennifer Sims took attendance, and the following members were present, Steve Farley, Lisa Crosby, Deana Gammero, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, and Dino Paspalakis. Shawn Ackerman, Theresa Delin, and Angela Miniagi were absent.

Guests:

Jim Berkley, Linda Bowers, Scott Brandon, Carl Brigandi, Robert Burnetti, Christie DeAntonio, Evelyn Fine, Libby Gallant, Andy Kovan, Shelby Selner, and Liz Wittig

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Linda McMahon, Jennifer Sims, Hope Sarzier, and Amber White

Public Participation

None

Welcome New Committee Members

Kay Galloway welcomed Lisa Crosby, Josh Harris, and Dino Paspalakis to the Advertising Advisory Committee.

2020-21 Marketing Department Budget

Galloway presented the 2020-21 Marketing Department Budget to the Committee. CVB Staff and The Brandon Agency answered questions and discussed the budget spend for the upcoming fiscal year.

2020-21 Consumer Marketing Campaign

Andy Kovan, Shelby Selner, and Christie DeAntonio reviewed the 2019-20 media plan, marketing, creative, and campaign results with the Committee. CVB staff and The Brandon Agency answered questions and discussed the 2020-21 Planning Strategy.

New Business

Kay Galloway reminded the Committee of the remaining upcoming 2020 meeting and workshop dates.

Adjourn

There being no further business or public participation, the workshop adjourned at 3:28 PM.

Submitted by Jennifer Sims, Marketing Systems Manager