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:**

**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