

**ADVERTISING ADVISORY COMMITTEE WORKSHOP**  
Tuesday, December 8, 2020 • 3:00 PM • The DAYTONA  
1870 Victory Circle, Daytona Beach, FL 32114 – Room: Echelon 2

The December workshop of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:01 PM, December 8, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Susan Keaveney, and Liz Wittig. Lisa Crosby, Aileen Kelleman-Band, and Angela Miniagi attended via Zoom Video Conferencing Software. Theresa Delin, Josh Harris, Maria Mojica, and Dino Paspalakis were absent.

**Guests:**

Linda Bowers, Christie DeAntonio, Evelyn Fine, Libby Gallant, Andy Kovan, Karen Kuhn, Shelby Selner, and Dawn Temples Knopff

**Staff Present:**

Lori Campbell Baker, Kay Galloway, Jennifer Sims, and Tangela Boyd

**Public Participation**

None

**The Brandon Agency**

Andy Kovan, Shelby Selner, and Christie DeAntonio discussed the consumer campaign, presented an updated teaser video, and discussed the additional media spend of \$200,000 approved at the November 18, 2020, HAAA Board Meeting.

The Committee recommended using the Perception TV spot instead of the Start Your Engines TV spot when relaunching the campaign in spring.

**See Source Reporting**

Selner reviewed several sample data reports utilizing See Source's platform. Kay Galloway asked the committee to recommend additional data reports that they would like to review.

**Tourism Events Guidelines, Application, & Recap Report**

Galloway reviewed the updated Tourism Events Guideline, Application, and Recap Report. The proposed guidelines will ensure that the applicant is more transparent than in previous years. The Committee was asked to review and bring back suggestions to the February workshop.

**Official Bike Week 2021**

Galloway discussed previous media spends for Bike Week. Funding for the 2021 event was discussed. The Committee would like The Brandon Agency to return with a two-tiered program regarding advertising for the event.

**New Business**

None

**Adjourn**

There being no further business or public participation, the workshop adjourned at 4:30 PM.

Submitted by Jennifer Sims, Marketing Systems Manager