

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING
Tuesday, January 12, 2021 • 3:00 PM • Ocean Center – Room 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

The Advertising Advisory Committee's regular meeting was called to order by Chair Steve Farley at 3:02 PM, January 12, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Dino Paspalakis, and Liz Wittig. Lisa Crosby and Josh Harris attended the meeting through Zoom Video Conferencing, and Deana Gammero and Maria Mojica were absent.

Guests:

Christie DeAntonio (Zoom), Evelyn Fine (Zoom), Janet Kersey (Zoom), Andy Kovan, Michelle Petro (Zoom), Shelby Selner, and Dawn Temples Knopff (Zoom)

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Linda McMahon (Zoom), Jennifer Sims, and Tangela Boyd

Public Participation

None

Consent Agenda

Steve Farley asked if the Committee had any comments or questions on the Consent Agenda, items a-f. Hearing none, he entertained a motion to approve Consent Agenda items a-f.

Dino Paspalakis made a motion to approve the Consent Agenda items a-f. Second, by Angela Miniagi. The motion passed 6-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered The State of Business, the fiscal year 2019-2020 recap, Q1 preliminaries, traveler sentiment, and what's in store for 2021.

Tourism Events

2021 P1 AquaX Grand Prix of the Sea

Michelle Petro requested \$7,500 for marketing support for the 2021 P1 AquaX Grand Prix of the Sea which occurs April 17-18, 2021. The \$7,500 funding request would be towards digital and social media.

Following the Committee discussion, Steve Farley asked if the Committee had any comments or questions on approving the \$7,500 funding request for the 2021 P1 AquaX Grand Prix of the Sea. Hearing none, he entertained a motion to approve.

Aileen Kelleman-Band made a motion to approve the \$7,500 funding request for the 2021 P1 AquaX Grand Prix of the Sea. Second, by Dino Paspalakis. The motion passed 6-0.

2021 Official Bike Week

Andy Kovan and Shelby Selner presented media recommendations for Daytona Bike Week 2021. Two tiers were offered, and the Committee recommended moving forward with Option B – a paid social media plan layered with digital banners for a total spend of \$60,000. Media selections included Facebook/Instagram, Snapchat, TikTok, *Rider Magazine* custom eBlast, *Women Riders Now* banners and eBlasts, and Taboola native ads.

Following the Committee discussion, Steve Farley asked if the Committee had any comments or questions on approving Option B - Paid Social Plan layered with Digital Banners for \$60,000. Hearing none, he entertained a motion to approve.

Aileen Kelleman-Band made a motion to approve Option B - Paid Social Plan layered with Digital Banners for \$60,000. Second, by Angela Miniagi. The motion passed 6-0.

Consumer Advertising

The Brandon Agency – Consumer Marketing & Campaign Recap

Kovan, Selner, and Christie DeAntonio presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the March and April 2021 Media Plan. After the Committee discussed, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the March and April 2021 media spend of \$627,486.

Aileen Kelleman-Band made a motion to approve the March and April 2021 media spend of \$627,486. Second, by Dino Paspalakis. The motion passed 6-0.

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Department Updates

Galloway reported on the Pay-Per-Click (PPC) campaign, the upcoming Partner Survey, special event availability, and marketing efforts to promote racing events at Daytona International Speedway. Galloway and Campbell Baker discussed the contract extension with The Brandon Agency, which expires in September 2021. They noted that the contact can only renew for one more year (2021-2022) and then the CVB is required to send out an RFP.

Susan Keaveney made a motion to approve the extension of The Brandon Agency contract for one additional year (2021-2022).
Second, by Aileen Kelleman-Band and Angela Miniagi. The motion passed 6-0.

Kate Holcomb reported updating the Events Calendar on DaytonaBeach.com, recent press releases and blogs, and the new non-stop flights to Philadelphia and Dallas/Fort Worth from Daytona Beach International Airport.

Linda McMahon reported on the Group Sales department's sales initiatives, the recent holiday campaign, an upcoming survey, and the We C.A.R.E. campaign.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:56 PM.

Submitted by Jennifer Sims, Marketing Systems Manager