

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, March 09, 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 3:11 PM, March 09, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, and Liz Wittig. Lisa Crosby and Maria Mojica attended the meeting through Zoom Video Conferencing, and Angela Miniagi was absent.

Guests:

Leah Garey (Zoom), Charlene Greer, Kurt Greer, Andy Kovan (Zoom), Vivian Mur (Zoom), Zemelis Samuel (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-e. Hearing none, he entertained a motion to approve Consent Agenda items a-e.

Dino Paspalakis made a motion to approve the Consent Agenda items a-e. Second, by Aileen Kelleman-Band. The motion passed 7-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered analytics from VISIT FLORIDA, STR Report data, Reporting from Destination Analysts, Longwoods International Study of American Travelers and Global Rescue Reporting, and what's to come in 2021.

Tourism Events

Jeep Beach 2021

Charlene Greer requested \$12,500 for marketing support for Jeep Beach 2021, which occurs April 19 - 25, 2021. The \$12,500 funding request would go towards digital, television, and social media.

Following the Committee discussion, Steve Farley asked if the Committee had any comments or questions on approving the \$12,500 funding request for Jeep Beach 2021. Hearing none, he entertained a motion to approve.

Liz Wittig made a motion to approve the \$12,500 funding request for Jeep Beach 2021. Second, by Deana Gammero. The motion passed 7-0.

Friends of the Bandshell Summer Concert Series & Fireworks

Dino Paspalakis requested \$7,500 for marketing support for the 2021 Friends of the Bandshell Summer Concert Series & Fireworks, which occurs every Saturday, May 29 – September 25, 2021. The \$7,500 funding request would go towards Spectrum television and video in the Orlando market.

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 Friends of the Bandshell Summer Concert Series & Fireworks. Hearing none, he entertained a motion to approve.

Aileen Kelleman-Band made a motion to approve the \$7,500 funding request for the 2021 Friends of the Bandshell Summer Concert Series & Fireworks. Second, by Liz Wittig. The motion passed 6-0. Dino Paspalakis recused himself from the vote due to a conflict of interest.

Tourism Events Application, Guidelines, and Recap Report

Kay Galloway discussed the updates to the Tourism Events Guidelines, Application, and Recap Report. The proposed guidelines will ensure that the applicant is more transparent than in previous years.

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Following the Committee discussion, Steve Farley asked if the Committee had any comments or questions on approving the updated Tourism Events Application, Guidelines, and Recap Report. Deana Gammero would like the line "By my signature above, I agree that I have read, understand, and will comply with the guidelines and procedures outlined for the CVB Event Funding Guidelines" added to the application to ensure that the applicant is fully aware of what is needed to move forward with applying.

Deana Gammero made a motion to approve the updated Tourism Events Application, Guidelines, and Recap Report; with the line "By my signature above, I agree that I have read, understand, and will comply with the guidelines and procedures outlined for the CVB Event Funding Guidelines" added to the application to ensure that the applicant is fully aware of what is needed to move forward with applying. Second, by Susan Keaveney. The motion passed 7-0.

Consumer Advertising

ADARA Impact

Vivian Mur presented ~~ADARA's~~ ADARA's Impact digital solution, which helps destination marketers understand vendors and campaign performance while providing visitor data and booking revenue.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the ADARA Impact Tool for \$35,000.

Josh Harris made a motion to approve the ADARA Impact Tool for \$35,000. Second, by Liz Wittig. The motion passed 7-0.

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the May and June 2021 Media Plan.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the May and June Media spend for \$798,159; this amount includes the \$35,000 approved for the ADARA Impact Tool.

Susan Keaveney made a motion to approve the May and June Media spend for \$798,159. Second, by Aileen Kelleman-Band. The motion passed 7-0.

Additional Funds Media Recommendation

Shelby Selner presented a plan to increase brand awareness in prime markets from now through April 2021. The Brandon Agency recommends spending an additional \$200,000 to extend the Expedia partnership, TripAdvisor targeting the Adventure Traveler, radio placements in Florida, Texas, and Philadelphia, and TV weather sponsorships and weather-triggered ads.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve additional Media spend of \$200,000.

Aileen Kelleman-Band made a motion to approve the additional Media spend of \$200,000. Second, by Deana Gammero. The motion passed 7-0.

Research

Mid-Florida Marketing & Research, Inc. was on the agenda to discuss a proposal for additional research. Due to unforeseen circumstances, Evelyn Fine was unable to attend the meeting. The Committee discussed the proposal and has decided to table their vote until the May 19, 2021 meeting. Further discussion will be held at the April 21, 2021 workshop.

Department Updates

Galloway reported on marketing efforts the CVB is conducting in conjunction with Daytona International Speedway and Daytona Bike Week and co-op advertising programs with the Atlanta Journal-Constitution (15 participating partners) and outreach to AAA offices. Galloway also reminded the Committee that it is almost time to re-apply for CVB committees. Jennifer Sims will be emailing out the application in April.

Kate Holcomb reported on the new Ultimate Daytona Beach Trail Guide, the Media Release and Blog Summary Report, Cision Analysis Report, and the Media Pick-Up Report.

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Linda McMahon reported on the Group Sales Department's sales initiatives, the department's survey, sports groups, RCMA, FSAE, and virtual Florida Huddle.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:23 PM.

Submitted by Jennifer Sims, Marketing Systems Manager