

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, May 11, 2021 • 3:00 PM • Comfort Inn & Suites Daytona Beach Oceanfront
103 South Ocean Avenue, Daytona Beach, FL 32118

The Advertising Advisory Committee's regular meeting was called to order by Chair Steve Farley at 2:58 PM, May 11, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Dino Paspalakis, and Liz Wittig. Deana Gammero attended the meeting through Zoom Video Conferencing, and Maria Mojica was absent.

Guests:

Christie DeAntonio, Andy Kovan, Norm Pytel, Apacacio Quintero, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), 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-d. Hearing none, he entertained a motion to approve Consent Agenda items a-d.

Dino Paspalakis made a motion to approve the Consent Agenda items a-d. Second, by Aileen Kelleman-Band. The motion passed 8-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered consumer sentiment (which is trending up regarding travel) and the Halifax Area's recording-breaking March bed tax collections. Campbell Baker also stated that after speaking with partners, April and May are looking up as well.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Andy Kovan, and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, research, and the July through September 2021 Media Plan.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the July through September 2021 Media spend for \$550,698.

Josh Harris made a motion to approve the July through September Media spend for \$550,698. Second, by Angela Miniagi. The motion passed 8-0.

Additional Funds Media Recommendation

Shelby Selner presented a plan to increase brand awareness in prime markets from July through September 2021. The Brandon Agency recommends spending an additional \$350,743 on the Tailgate Alumni Tour, VISIT FLORIDA - AARP Digital and Print Opportunities, Fall Cable TV, TV Sync, and possibly spending in Canada and the UK (depending on when they are allowed to resume traveling).

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the additional Media spend of \$350,743.

Liz Wittig made a motion to approve the additional Media spend of \$350,743. Second, by Angela Miniagi. The motion passed 8-0.

Research

The Committee discussed the proposal for additional research submitted by Mid-Florida Marketing & Research, Inc. The research would look into the consumer attitude towards Daytona Beach, and it will cost \$19,000.

Following the Committee discussion, Farley asked if the Committee had any comments or questions. Farley entertained a motion to approve the research proposal submitted by Mid-Florida Marketing & Research at the cost of \$19,000.

Dino Paspalakis made a motion to approve the research proposal submitted by Mid-Florida Marketing & Research at the cost of \$19,000. Second, by Angela Miniagi. The motion passed 8-0.

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Department Updates

Galloway reported on the reopening of the Visitor Information Centers at Daytona International Speedway and Destination Daytona and the Marketing Department budget. Galloway also informed the Committee on the new Partner Reports that will be emailed quarterly, covering their listings, sales leads, click-throughs to their website, and contacts.

Kate Holcomb reported on the Media Report for March and April 2021, the onboarding of Laurie Rowe Communications, the event list from Daytona Beach, and the updated Tourism Event Calendar.

Linda McMahon reported on the Group Sales Department's sales initiatives, the Trade market, upcoming mini Zoom Tradeshows for the UK market, and messaging to the Canadian Trade market. The Sales Team will be attending eleven more shows through the end of September 2021.

New Business

Steve Farley let the Committee know that he will be stepping down as Chair of the Advertising Advisory Committee. Farley nominated Josh Harris as the new Chair; Harris accepted the nomination.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:09 PM.

Submitted by Jennifer Sims, Marketing Systems Manager