

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, January 14, 2020 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
located at 126 E. Orange Avenue, Daytona Beach, FL 32114, 2nd Floor Boardroom

AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Consent Agenda ***
 - a) Approval of the November 12, 2019 Minutes
 - b) November 2019 Simpleview Analytics
 - c) November 2019 Golf Analytics
 - d) 2019 Symetra Tour Championship Recap Report
 - e) 2019 Daytona Turkey Run Fall Recap
 - f) Mid-Florida Marketing & Research Data
 - i. October 2019 OCC/ADR report
 - ii. September 2019 Visitor Profile report
 - iii. September 2019 Monthly Trend report
 - iv. September 2019 At-A-Glance report
4. **Tourism Events**
 - a. 2020 Spring Daytona Turkey Run – Jennifer Labonte
 - b. »* 2020 P1 AquaX Grand Prix of the Sea– Michelle Petro
 - c. »* 2020 Jeep Beach – Charlene Greer
5. **The Brandon Agency**
 - a) »* 2019-2020 Consumer Marketing Campaign – Andy Kovan, Shelby Selner, Christie DeAntonio
6. **Market Research**
 - a) Toronto Focus Groups Results - Evelyn Fine
7. **Department Update - Kay Galloway**
 - a) Website Refresh
 - b) 2020/2021 Marketing Partners
 - * Simpleview
 - * The Brandon Agency
8. **New Business**
9. **Public Participation**
10. **Adjourn**

Steve Farley
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The next meeting is Tuesday, March 3, 2020 – Time 3:00 p.m. at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue, Daytona Beach, FL 32114

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.