

ADVERTISING ADVISORY COMMITTEE

Tuesday, January 8, 2019, 3:00 p.m.

Residence Inn by Marriott Daytona Beach Oceanfront, Daytona Beach Shores, FL 32118

AGENDA

- | | |
|-----------------------------------|-------------------|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Christy Zimmerman |
| 3. Approval of Minutes * | Steve Farley |
| a) November 6, 2018 | |
| 4. Annual Tourism Event Update | Kay Galloway |
| a) 2019 Spring Daytona Turkey Run | Jennifer Labonte |
| b) >> 2019 P1 Aqua X * | Michelle Petro |
| c) >> 2019 Jeep Beach * | Charlene Greer |
| | Freddie Smith |
| 5. The Brandon Agency | |
| a) 2018-2019 Campaign Update | Andy Kovan |
| b) >> 2018-2019 Media Plan * | Shelby Greene |
| 6. Unfinished Business | Steve Farley |
| 7. New Business | Steve Farley |
| 8. Public Participation | Steve Farley |

- ADJOURN -

The next meeting is Tuesday, March 5, 2019 – Time 3:00 p.m. at Hilton Daytona Beach Oceanfront Resort,
100 N. Atlantic Ave., Daytona Beach, FL 32118

» 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.