ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 3, 2020 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
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 January 14, 2020 Minutes
   b) Dec 2019 & Jan 2020 Simpleview Analytics for DaytonaBeach.com
   c) 2019 Challenge DAYTONA® Recap Report
   d) Mid-Florida Marketing & Research, Inc. Data
      i. December OCC/ADR Report
      ii. October & November Visitor Profile Reports
      iii. October & November Monthly Trend Reports
      iv. October & November At-A-Glance Reports
4. Tourism Events
   a) »* The City of Daytona Beach Summer Entertainment Series – John Cameron
   b) Friends of the Bandshell Summer Concert Series – Dino Paspalakis
   c) »* Pro Watercross National Tour – AJ Handler
5. The Brandon Agency
   a) Arrivalist Data - Andy Kovan, Shelby Selner, Christie DeAntonio
   b) 2019-2020 Consumer Marketing Campaign
   c) »* New Creative Concept
   d) »* Advertising Agency of Record Contract
6. Market Research
   a) »* Conversion Studies - Evelyn Fine
   b) »* Research Contract
7. Department Updates
   a) Marketing & Design – Kay Galloway
      i. Randomization Discussion
   b) Communications – Kate Holcomb
5. Partner Co-ops & Opportunities – Cindi Lane
8. New Business
   a) Expedia Update – Leah Garey
9. Public Participation
10. Adjourn

The next meeting is Tuesday, May 12, 2020 – Time 2:00 p.m. at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue, Daytona Beach, FL 32114, 2nd Floor Boardroom

* 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.