

ADVERTISING ADVISORY COMMITTEE

Tuesday, May 7, 2019 • 2:00 PM • El Caribe Resort & Conference Center, 2125 S. Atlantic Ave., Daytona Beach Shores, FL 32118

AGENDA

- | | |
|--|---------------------------|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Christy Zimmerman |
| 3. Consent Agenda * | Steve Farley |
| a) Approval of the March 5, 2019 Minutes | |
| b) Simpleview – March 2019 | |
| c) Golf Analytics - March 2019 | |
| d) Mid-Florida Marketing & Research Data | |
| ▪ March 2019 OCC/ADR Report | |
| ▪ January 2019 Visitor Profile | |
| 4. Tourism Events | Kay Galloway |
| a) Friends of the Bandshell | Dino Paspalakis |
| 5. Website Refresh | |
| a) Simpleview-Findings Report | Kay Galloway |
| 6. Market Research | |
| a) Focus Groups – Nashville & Houston | Evelyn Fine |
| 7. The Brandon Agency | |
| a) 2018-2019 Campaign Update | Andy Kovan |
| b) 2019-2020 Media Planning | Christie DeAntonio |
| | Shelby Selner |
| 8. Unfinished Business | Steve Farley |
| a) Committee Meeting Locations Needed | |
| ▪ July, 9, September 10, November 12 | |
| 9. New Business | Steve Farley |
| 10. Public Participation | Steve Farley |

- ADJOURN -

**The next meeting is Tuesday, July 9, 2019 – at 3:00 p.m. at Hard Rock Hotel Daytona Beach,
918 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.