

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

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

The regular meeting of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:00 p.m., January 14, 2020. Attendance was taken by Christy Zimmerman and the following members were present, Aileen Kelleman-Band, Angela Miniagi, Shawn Ackerman, Steve Farley, Susan Keaveney, Theresa Delin, Deana Gammero and Maria Mojica. Jessica Srodulski was absent.

Guests:

Christie DeAntonio, Andy Kovan, Shelby Selner, Evelyn Fine, Carl Brigandi, Jennifer Labonte, Charlene Greer, Shane O'Connor, Sandra W. Boone, Libby Gallant, Norm Pytel, Amy Dumas, Michelle Petro, Lisa Wittig and Jessica Gouveia

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Christy Zimmerman, Jennifer Sims, Tabitha Nanney, Steven Pike and Cindi Lane and Hope Sarzier

Consent Agenda

Steve Farley asked if the Committee or the public had any comments or questions.

Motion by Theresa Delin to approve the Consent Agenda items a-f. Second by Aileen Kelleman-Band. Motion passed 8-0.

Tourism Events

Spring Daytona Turkey Run

Kay Galloway reminded the board that the \$10,000 for the Spring Daytona Turkey Run is part of the annual tourism event budget. Jennifer Labonte updated the committee on the 2020 Spring Daytona Turkey Run event and thanked them for their continued commitment.

2020 P1 AquaX Grand Prix of the Sea

Galloway reminded the board that the application funding request is for \$15,000, and the event date is April 17-18, 2020. Michelle Petro updated the committee on the event, marketing efforts, and thanked them for their continued commitment. Farley asked if the committee or the public had any comments or questions.

Motion by Aileen Kelleman-Band to approve the 2020 P1 AquaX Grand Prix of the Sea funding request for \$15,000. Second by Maria Mojica. Motion passed 8-0.

2020 Jeep Beach

Galloway reminded the board that the application funding request is for \$25,000, and the event date is April 20-26, 2020. Charlene Greer updated the committee on the event, marketing efforts and thanked them for their continued commitment. Farley asked if the committee or the public had any comments or questions.

Motion by Susan Keaveney to approve the 2020 Jeep Beach funding request for \$25,000. Second by Shawn Ackerman. Motion passed 8-0.

The Brandon Agency 2019-2020 Campaign Recap

Andy Kovan and Shelby Selner presented the campaign update.

2019-2020 Consumer Media Plan

Selner presented the consumer media plan spend for July - September of \$1,151,668 consumer media expenses. Farley asked if the committee or the public had any comments or questions.

Motion by Aileen Kelleman-Band to approve the Media Plan spend for July - September of \$1,151,668. Second by Angela Miniagi. Motion passed 8-0.

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Selner presented additional opportunities for media spend for \$68,100 that would run February, March and April. Farley asked if the committee or the public had any comments or questions.

Motion by Theresa Delin to approve the Additional Media Opportunities spends of 68,100 for February, March and April and the CVB team will work with The Brandon Agency on placements in the right months. Second by Deana Gammero. Motion passed 8-0.

Market Research

Mid-Florida Marketing & Research Inc.

Toronto Focus Group

Evelyn Fine reported that we held two focus groups in September, and found that many Toronto residents who travel to Florida are very open to the Daytona Beach product and the message. They are most likely to learn about Daytona Beach through word of mouth and will investigate further using the internet, particularly with Google search, TripAdvisor, and Facebook friends.

Since air is an important component of their travel purchase, direct e-mail to Sunwing customers, airline websites, Facebook, and TripAdvisor advertising would encourage new visitors to investigate Daytona Beach.

Department Updates

Galloway reported that the website refresh launched on November 19, 2019. Galloway reminded businesses to check and/or update their listings on the site, noting images might need to be higher quality. She also stated that since the site is mobile-friendly, to view it on both mobile and desktop devices.

2020/2021 Marketing Partners

Simpleview

Galloway reported that the Simpleview contract would be coming up for renewal in October 2020. Galloway asked the committee if they would like to continue working with Simpleview for another year. If yes, we would have a contract to present for the budget workshop in June 2020. Farley asked if the committee or the public had any comments or questions.

Motion by Angela Miniagi to approve to continue the Simpleview contract for the one-year term. Second by Maria Mojica. Motion passed 8-0.

The Brandon Agency

Galloway reported that The Brandon Agency contract would be coming up for renewal in October 2020. Galloway asked the committee if they would like to continue working with The Brandon Agency for another year. If yes, we would have a contract to present for the budget workshop in June 2020. Farley asked if the committee or the public had any comments or questions.

Motion by Aileen Kelleman-Band to approve The Brandon Agency contract for the one-year term. Second by Angela Miniagi. Motion passed 8-0.

New Business

None

Public Participation

None

Adjourn

There being no further business or public participation the meeting was adjourned at 4:32 p.m.

Submitted by Christy Zimmerman, Executive Assistant