

ADVERTISING ADVISORY COMMITTEE
Regular Meeting - Tuesday, January 8, 2019
Residence Inn by Marriott Daytona Beach Oceanfront, Daytona Beach Shores, FL 32118

SUMMARY MINUTES

These minutes reflect a summarized view of the meeting.

Committee Present: Steve Farley, Aileen Kelleman-Band, Andrew Wright, Jessica Srodulski, Maria Mojica, Shawn Ackerman, Theresa Cantrell and Tiler Theisen

Committee Absent: Blaine Lansberry, Gentry Baumline-Robinson, Kate Minnock and Susan Keaveney

Staff Present: Kay Galloway, Kate Holcomb, Jennifer Sims and Christy Zimmerman

Others Present: Christie DeAntonio, Shelby Greene, Andy Kovan, Jennifer Labonte, Michelle Petro, Azam Rangoonwala, Charlene Greer, Freddie Smith, Marissa Thompson, Linda Bowers, Suzanne Heddy, Allison Vick, Dave Castagnacci, Neil Harrington, Carl Brigandi and Rich Musgrove

1. Call to Order/Welcome New Committee Members

Steve Farley called the meeting to order at 3:02 p.m.

2. Roll Call

Roll call was taken by Christy Zimmerman.

3. Approval of the Minutes *

a. September 6, 2018 Minutes

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the minutes.

JESSICA SRODULSKI MADE THE MOTION TO APPROVE THE SEPTEMBER 6, 2018 MINUTES AS WRITTEN, SECONDED BY THERESA CANTRELL. MOTION PASSED 8-0.

4. Annual Tourism Event Update

a. 2019 Spring Daytona Turkey Run

Kay Galloway reviewed with the committee the Annual Tourism Funding Allocation Sheet, recapping budget, annual events and potential funding requests.

Jennifer Labonte reported on the 2018 Daytona Turkey Run and the upcoming 2019 Spring Turkey Run Car Show. She noted several new activities for the spring show including the dockdogs event. Discussion followed about size of event and geography visitor draw.

b. 2019 P1 AquaX

Azam Rangoonwala presented a short video showcasing clips from the jet ski series. Azam noted that P1 AquaX runs 27 events worldwide with Daytona Beach being the first in the series occurring in April. Racers from all over the USA, UK, Indonesia, France, Italy, China, Peru, Argentina and Canada will travel to race the Daytona Beach event with their teams and families. The event will broadcast to over 150 countries worldwide.

Andrew Wright asked why the event wasn't here last year. Rangoonwala answered it was due to expenses related to parking. Michelle Petro reported on their 2019 agreement with the Hard Rock Hotel Daytona Beach and that parking would not be an issue.

Shawn Ackerman asked about future commitments to Daytona Beach. Rangoonwala stated they are looking to making this a multi-year event based upon hotel, sponsorships, CVB's support and parking.

Galloway noted that P1 AquaX will provide footage from the event, include our logo on collateral and will run our 0:30 television spot during their hour program.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the funding as requested in the 2019 P1 Aqua X event application in the board packet.

ANDREW WRIGHT MADE THE MOTION TO APPROVE THE FUNDING (\$16,500) AS REQUESTED IN THE 2019 P1 AQUA X EVENT APPLICATION IN THE BOARD PACKET. JESSICA SRODULSKI SECONDED THE MOTION. MOTION PASSED 8-0.

c. 2019 Jeep Beach

Charlene Greer, Executive Director, presented that the 2019 Jeep Beach event has recently come out from the umbrella of the Mid Florida Jeep Club and it is now a 501c3 Charitable Corporation and is governed by 5 executive board members.

Greer reported that to date 2019 Jeep Beach has over 600 early registrations, noting an increase over last year at this same time. She announced the title sponsor as Randy Dye at Daytona Dodge Chrysler Jeep Ram & FIAT, confirmed until 2021. Event activities are confirmed for Daytona International Speedway.

Freddie Smith reported the diverse demographics of the attendees. Smith noted their funding request is to assist in their advertising and digital reach to targeted specific areas.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the funding as requested in the 2019 Jeep Beach event application in the board packet.

SHAWN ACKERMAN MADE THE MOTION TO APPROVE THE FUNDING (\$15,000) AS REQUESTED IN THE 2019 JEEP BEACH EVENT APPLICATION IN THE BOARD PACKET. AILEEN KELLEMAN-BAND SECONDED THE MOTION. MOTION PASSED 8-0.

5. The Brandon Agency

a. 2018-2019 Campaign Update

Andy Kovan presented the campaign update as presented in the attached document.

b. » 2018-2019 Media Plan *

Greene presented the Media Plan for approvals for April – June 2019 for the cost of \$1,615,237 as presented.

Total Spend = \$1,615,237

PAID SOCIAL	APRIL	MAY	JUNE
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 26,765	\$ 20,975	\$ 10,215
OrlandoSentinel.com	\$ 5,600	\$ 3,350	\$ 3,600
Adara	\$ 17,061	\$ 17,061	\$ 15,186
Sojern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 25,500	\$ 12,750	\$ -
Taboola	\$ 20,079	\$ 10,039	\$ -
Travel Spike	\$ 80,018	\$ 36,379	\$ -
AJC.com	\$ 39,420	\$ 9,960	\$ -
WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
iHeart Media	\$ 18,150	\$ 18,150	\$ -
Pandora	\$ 23,100	\$ 23,100	\$ -
TV/CABLE/OTT	\$ 225,101	\$ 293,826	\$ 81,600
RADIO	\$ 129,235	\$ 150,102	\$ 20,868
PRINT			
The Villages Daily Sun	\$ 2,987	\$ -	\$ -
VF-Family Circle, Family Fun, Parents	\$ 18,485	\$ -	\$ -
Interfuse/Connect Travel America's Best Vacation	\$ 17,530	\$ -	\$ -
VF-AAA Living South	\$ -	\$ -	\$ -
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 18,720	\$ 12,463	\$ 4,801
MONTHLY TOTAL	\$ 735,438	\$ 675,842	\$ 203,957

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the cost of the Media Plan for April –June 2019 of \$1,615,237 as presented.

TILER THEISEN MADE THE MOTION TO APPROVE THE COST OF THE MEDIA PLAN FOR APRIL – JUNE 2019 OF \$1,615,237 AS PRESENTED. MARIA MOJICA SECONDED THE MOTION. MOTION PASSED 8-0.

6. Unfinished Business

None

7. New Business

Galloway requested meeting locations for three upcoming meeting dates.

Lori Campbell Baker reported that the 2019 Florida Huddle event in Daytona Beach was a success, noting over 500 agents in town and all had a great time.

8. Public Participation

Farley asked if there was any public participation, hearing none, he adjourned the meeting at 4:18 p.m.

**Respectfully submitted,
Christy Zimmerman, Executive Assistant**