

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, March 3, 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 3:01 p.m., March 3, 2020. Christy Zimmerman took attendance, and the following members were present, Aileen Kelleman-Band, Angela Miniagi, Deana Gammero, Maria Mojica, Shawn Ackerman, Steve Farley, Susan Keaveney, and Theresa Delin.

Guests:

Andy Kovan, Shelby Selner, Carl Brigandi, Dino Paspalakis, Tony Karasek, Liz Wittig, John Cameron, Leah Garey, Kristina Pena, Josh Harris, and Linda Bowers

Staff Present:

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

Consent Agenda

Steve Farley asked if the Committee or the public had any comments or questions on the Consent Agenda, items a-d. Hearing none, he entertained a motion to approve Consent Agenda items a-d.

Theresa Delin made a motion to approve the Consent Agenda items a-d. Second, by Deana Gammero. The motion passed 8-0.

Tourism Events

The City of Daytona Beach Summer Entertainment Series

John Cameron, with the City of Daytona Beach, presented the tourism events funding request of \$5,000. Cameron added, there is a great concert line-up this year, and the marketing dollars requested would be used to place TV advertising. Steve Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Shawn Ackerman made a motion to approve the \$5,000 funding request for The City of Daytona Beach Summer Entertainment Series, as presented, contingent that the event occurs. Second, by Angela Miniagi. The motion passed 8-0.

Friends of the Bandshell Summer Concert Series

Dino Paspalakis, with Friends of the Bandshell Summer Concert Series, presented that the event continues to be very successful and growing every year, showcasing an excellent line-up for the summer audience. Kay Galloway reminded the Committee that the \$15,000 of marketing support for The Friends of the Bandshell is part of the approved annual tourism budget.

Pro Watercross National Tour

Jennifer Handler presented on behalf of AJ Handler, the event owner and promoter. Handler reported that Daytona Beach is the second stop on the national tour, scheduled for May 2-3, 2020, at the Hard Rock Hotel Daytona Beach. They are expecting 2,000 racers using 500-600 rooms. After the committee asked questions, Handler indicated that hotel contract was not signed and beach permits were not confirmed. Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Deana Gammero made a motion to approve the Pro Watercross National Tour funding request for (\$7,500) as requested and to only move forward to the HAAA Board if the following contingencies are in place: hotel contract, confirmed room booking, beach permits, and parking. Second by Theresa Delin. The motion passed 8-0.

The Brandon Agency 2019-2020 Campaign Recap

Andy Kovan and Shelby Selner presented the campaign update.

New Creative Concept

Kovan presented the new perception campaign, cost and a timeline. After committee discussion, Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Angela Miniagi made a motion to approve the new perception campaign and production spend for \$15,000 - \$17,000. Second, by Shawn Ackerman. The motion passed 8-0.

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Advertising Agency of Record Contract

Lori Campbell Baker asked the Committee for their input on the one-year renewal of The Brandon Agency contract. After committee discussion, Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Shawn Ackerman made a motion to approve The Brandon Agency contract for one-year while setting quantitative KPIs based on partner survey results. Second, by Aileen Kelleman-Band. The motion passed 8-0.

Market Research

Mid-Florida Marketing & Research, Inc.

Conversion Studies

Galloway reported on behalf of Evelyn Fine. The Committee reviewed three different conversion study options. After committee discussion, Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Aileen Kelleman-Band made a motion to approve options two and three of the conversion studies. Second, by Shawn Ackerman. The motion passed 5-1-2, with Delin opposed, and Gammero and Keaveney abstained.

Research Contract

Campbell Baker asked the Committee for their input on the one-year renewal of the Mid-Florida Marketing & Research contract. After committee discussion, Farley asked if the Committee or the public had any comments or questions. Hearing none, he entertained a motion.

Theresa Delin made a motion to go out for a Request for Proposal (RFP) on the research contract. Second, by Susan Keaveney. The motion passed 6-2, with Ackerman and Kelleman-Band opposed.

Department Updates

Galloway reported that listings on DaytonaBeach.com would randomize and will be monitored for 90 days. Galloway asked the Committee to review current agency KPIs and to send recommendations by e-mail.

Cindi Lane reported on Partner Gateway and other partner programs, deals, and newsletters.

Kate Holcomb reported that public relations and communications are done inhouse to help support the destination. Holcomb noted that she would email the committee a department report.

New Business

Expedia Update

Leah Garey presented an Expedia update about the current market and Daytona Beach booking data.

Public Participation

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:15 p.m.

Submitted by Christy Zimmerman, Executive Assistant