

ADVERTISING ADVISORY COMMITTEE
Regular Meeting - Tuesday, March 5, 2019
Hilton Daytona Beach Oceanfront Resort, 100 N. Atlantic Ave., Daytona Beach, FL 32118

SUMMARY MINUTES

These minutes reflect a summarized view of the meeting.

Committee Present: Andrew Wright, Gentry Baumline-Robinson, Maria Mojica, Steve Farley, Susan Keaveney, Theresa Cantrell and Tiler Theisen

Committee Absent: Aileen Kelleman-Band, Blaine Lansberry, Jessica Srodulski and Shawn Ackerman

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

Others Present: Christie DeAntonio, Shelby Greene, Andy Kovan, John Cameron and Carl Brigandi

1. Call to Order

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. January 8, 2019 Minutes

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

THERESA CANTRELL MADE THE MOTION TO APPROVE THE JANUARY 8, 2019 MINUTES AS WRITTEN, SECONDED BY MARIA MOJICA. MOTION PASSED 7-0.

4. Annual Tourism Event Update

a. >> The City of Daytona Beach Summer Entertainment Series

John Cameron from the City of Daytona Beach presented his tourism events funding request of \$5k. John noted that the marketing dollars would be used to place TV advertising through Spectrum in the Orlando market, reaching more than 250,000 viewers.

Galloway clarified the difference between the Friday and Saturday night free events at the Bandshell. She stated that the Saturday night event receives \$15k from the annual tourism event budget.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve The City of Daytona Beach Summer Entertainment Series as presented.

ANDREW WRIGHT MADE THE MOTION TO APPROVE THE FUNDING (\$5,000) AS REQUESTED IN THE CITY OF DAYTONA BEACH SUMMER ENTERTAINMENT SERIES EVENT APPLICATION IN THE PACKET. TILER THEISEN SECONDED THE MOTION. MOTION PASSED 7-0.

b. >> Pro Watercross Tour Stop

Galloway presented for AJ Handler as he was unable to attend due to an emergency within his organization. She indicated that this was a new two-day jet ski competition that would occur on Mother's Day weekend of 2019. Pro Watercross selected Daytona Beach after being displaced from Panama City due to hurricane damage. The event will return to Panama City but would add Daytona Beach as a permanent date to the tour.

The committee asked several questions about the event announcement, hotel contract, parking availability and beach permitting.

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

HERESA CANTRELL MADE A MOTION TO APPROVE THE FUNDING (\$5,000) AS REQUESTED TO THE HAAA BOARD WITH THE FOLLOWING CONTINGENCIES; HOTEL CONTRACTED, BEACH PERMITTED, PARKING, AND THE ANNOUNCEMENT OF THE LOCATION. TILER THEISEN SECONDED THE MOTION. MOTION PASSED 7-0.

5. The Brandon Agency

a. 2018-2019 Campaign Update

Andy Kovan and Christie DeAntonio presented the campaign update as presented in the attached document.

b. » 2018-2019 Media Plan

Shelby Greene presented the Media Plan for July – September 2019 for the cost of \$352,823 for approval as presented.

Total Spend = \$352,823

	JULY	AUGUST	SEPTEMBER
PAID SOCIAL			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 10,215	\$ 14,060	\$ 14,060
OrlandoSentinel.com	\$ 3,350	\$ 4,850	\$ 4,100
ADARA	\$ 15,186	\$ 15,186	\$ 15,186
Sojern	\$ 13,150	\$ 11,800	\$ 11,800
Conversant	\$ 16,871	\$ 17,130	\$ 17,130
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
WFTV.com	\$ 1,800	\$ 3,000	\$ 3,000
TV			\$ 21,675
PRINT			
Toronto Star		\$ 6,800	\$ 6,800
The Villages Daily Sun		\$ 2,987	\$ 1,650
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 4,744	\$ 5,151	\$ 5,095
MONTHLY TOTAL	\$ 100,665	\$ 116,313	\$ 135,845

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the Media Plan for July – September 2019 as presented.

SUSAN KEAVENEY MADE THE MOTION TO APPROVE THE COST OF THE MEDIA PLAN FOR JULY - SEPTEMBER 2019 OF \$352,823 AS PRESENTED. GENTRY BAUMLINE-ROBINSON SECONDED THE MOTION. MOTION PASSED 7-0.

6. Unfinished Business

Farley reported that there are three dates that need meeting locations for Ad Committee; July 9, September 10 and November 12.

7. New Business

Farley reported that it's time for members to renew their applications. He noted that members may review their previous application, and if nothing had changed, they can sign, date and submit to Christy Zimmerman.

Farley informed the Committee that applications are due no later than April 26, 2019.

Galloway reminded the committee to attend the upcoming website refresh presentation on March 19 during the HAAA Board meeting. Simpleview, our website developer, will be presenting information about timeline, budget, relevant trends and how the new website will generate a more engaging and positive experience for the user.

Public Participation

Farley asked if there was any public participation, hearing none, he adjourned the meeting at 4:02 p.m.

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