

**ADVERTISING ADVISORY COMMITTEE**

Regular Meeting - Tuesday, September 10, 2019 at 3:00 p.m

Residence Inn by Marriott Daytona Beach Speedway/ Airport, 1725 Richard Petty Blvd., Daytona Beach, FL 32114

**SUMMARY MINUTES**

These minutes reflect a summarized view of the meeting.

**Committee Present:** Aileen Kelleman-Band, Deana Gammero, Maria Mojica, Shawn Ackerman, Steve Farley, Susan Keaveney, and Theresa Delin

**Committee Absent:** Jessica Srodulski

**Staff Present:** Lori Campbell Baker, Kay Galloway, Kate Holcomb, Christy Zimmerman, Jennifer Sims, Hope Sarzier, and Cindi Lane

**Others Present:** Andy Kovan, Shelby Selner, and Jennifer Labonte

**1. Call to Order**

Steve Farley called the meeting to order at 3:00 p.m.

**2. Roll Call**

Roll call was taken by Christy Zimmerman.

**3. Consent Agenda**

No items on the Consent Agenda were pulled for discussion.

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

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**MARIA MOJICA MADE A MOTION TO APPROVE THE CONSENT AGENDA. AILEEN KELLEMAN-BAND SECONDED THE MOTION. MOTION PASSED 7-0.**

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**4. Tourism Events**

**a. Daytona Turkey Run**

Jennifer Labonte reported on the 2018 Fall Daytona Turkey Run, citing over 166,000 attendees (which 27% were from outside of Florida and 70% were staying in a hotel or campground). Labonte stated that the annual \$20,000 HAAA event funding would be used in digital and social advertising placements.

**5. The Brandon Agency**

**a. 2018-2019 Campaign Update**

Andy Kovan and Christie DeAntonio presented the 2018-2019 Campaign Update as presented in the attached document.

**b. 2019-2020 Media Plan**

Shelby Selner presented the 2019-2020 Media Plan (second quarter) as presented in the attached document.

	JANUARY	FEBRUARY	MARCH
<b>PAID SOCIAL</b>			
Facebook/Instagram/Pinterest/Snapchat/Twitter	\$ 31,583	\$ 31,583	\$ 31,583
<b>DIGITAL MEDIA</b>	\$ 119,645	\$ 187,787	\$ 191,324
TripAdvisor	\$ 25,246	\$ 25,246	\$ 25,038
ICON - ADARA	\$ 11,624	\$ 17,061	\$ 17,061
ICON - Sejern	\$ 13,150	\$ 13,150	\$ 13,150
ICON- Taboola	\$ 8,334	\$ 8,334	\$ 8,334
Conversant	\$ 26,809	\$ 26,810	\$ 19,667
Clicktivated	\$ 12,750	\$ 12,750	\$ 12,750
AJC.com	\$ 2,300	\$ 22,650	\$ 16,650
USA TODAY	\$ 9,200	\$ 14,250	\$ 12,650
Xaxta	\$ -	\$ 10,175	\$ 10,175
WFTV.com/icFlorida	\$ 1,800	\$ 1,800	\$ 1,800
Exponential	\$ -	\$ 8,550	\$ 8,550
AccuWeather.com	\$ 8,432	\$ 8,454	\$ 8,385
SPOTX	\$ -	\$ -	\$ -
Streaming Radio	\$ -	\$ 16,568	\$ 37,116
TV/CABLE TOTAL	\$ -	\$ -	\$ 197,628
<b>PRINT</b>	\$ 24,906	\$ 15,723	\$ 3,242
2020 Visit Florida Official Vacation Guide	\$ 16,601		
Visit Florida - DREAMSCAPES	\$ -	\$ 4,720	\$ -
Visit Florida - Canadian Traveller	\$ -	\$ -	\$ 3,242
Visit Florida - AARP The Magazine	\$ -	\$ 9,498	\$ -
Toronto Star	\$ 6,800	\$ -	\$ -
The Villages Daily Sun	\$ 1,505	\$ 1,505	\$ -
OUT-OF-HOME/LAMAR OUTDOORS	\$ 1,889	\$ 1,889	\$ 1,889
MIGHTY HIVE/ARRIVALIST	\$ 62,055	\$ 20,081	\$ 20,219
<b>MONTHLY TOTAL</b>	\$ 249,078	\$ 257,063	\$ 445,881

**Total Media Spend  
January-March: \$943,023**

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the 2019-2020 Media Plan for \$943,023.

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**THERESA DELIN MADE A MOTION TO APPROVE THE 2019-2020 MEDIA PLAN FOR \$943,023 AS PRESENTED. SHAWN ACKERMAN SECONDED THE MOTION. MOTION PASSED 7-0.**

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**6. Department Update**

**a. Simpleview Pay-Per-Click**

Galloway reported about the Simpleview Pay-Per-Click (PPC) Contract which drives traffic to our website through paid keyword searches on Google and Bing. The 2019-20 contract would include an approximate \$20,000 per month spend and a \$3,400 per month management fee. Galloway added that the total contract cost of \$280,800 starting October 1, 2019. Lori Campbell Baker added that it reviewed by HAAA at the July Budget Workshop.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the Simpleview Pay-Per-Click contract for \$280,800.

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**AILEEN KELLEMAN-BAND MADE A MOTION TO APPROVE THE SIMPLEVIEW PAY-PER-CLICK CONTRACT FOR \$280,800 AS PRESENTED. MARIA MOJICA SECONDED THE MOTION. MOTION PASSED 7-0.**

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**b. Website Refresh Update**

Galloway presented an update on the website refresh. She stated that the project was on schedule and launch date is slated for November 19<sup>th</sup>, 2019. She reviewed Map Publisher, a new widget that creates custom maps and driving directions. Already integrated into the existing site, maps have been developed for the Ale Trail, golf courses, and scenic rides for Biketoberfest®.

**c. Tourism Partner Day**

Galloway invited the committee the second Tourism Partner Day which will be held on October 4, 2019, at 9 a.m. at the Ocean Center. Galloway stated that it is a great opportunity to learn about the CVB, free and paid advertising opportunities and that the key note speaker would be from TripAdvisor. Galloway introduced new staff member Cindi Lane, Partner Liaison.

**7. New Business**

None

**8. Public Participation**

None

Farley asked if there was any public participation, hearing none, he adjourned the meeting at 3:29 p.m.

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