

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, April 16, 2024 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

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|----|---|--------------|
| 1. | Call to Order | Kay Galloway |
| 2. | Roll Call | Kay Galloway |
| 3. | Public Participation | Kay Galloway |
| 4. | Executive Report – Lori Campbell Baker | Kay Galloway |
| 5. | The Zimmerman Agency | Kay Galloway |
| | a) Updates – Amy Shackelford & Spencer Gibboney | |
| | b) 24/25 Planning Discussion | |
| 6. | Marketing Department: 24/25 Planning Discussion | Kay Galloway |
| 7. | New Business | Kay Galloway |
| 8. | Adjourn | Kay Galloway |
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UPCOMING MEETING DATES:

May 7, 2024 – Meeting

June 11, 2024 – Budget Workshop

Location: Daytona Beach Area CVB

140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.