

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, July 14, 2020 • 3:00 PM • Ocean Center, Room 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

The regular meeting of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:00 PM, July 14, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Susan Keaveney, Angela Miniagi, Maria Mojica, and Dino Paspalakis. Lisa Crosby and Aileen Kelleman-Band attended the meeting through Zoom Video Conferencing, and Shawn Ackerman, Theresa Delin, and Josh Harris were absent.

Guests:

Kevin Bowler, Matt Clark, Christie DeAntonio, Evelyn Fine, Andy Kovan, Ryan Ronk, Shelby Selner, and Liz Wittig

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Linda McMahon, Jennifer Sims, and Hope Sarzier

Consent Agenda

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

Dino Paspalakis made a motion to approve the Consent Agenda items a-e. Second, by Angela Miniagi. The motion passed 8-0.

Tourism Events

a) Symetra Classic

Kay Galloway informed the committee that due to the current situation, all events, even events whose budgets were previously built into the consumer marketing budget, will need to go before the Advertising Advisory Committee and the Halifax Area Advertising Authority Board for funding requests.

Kevin Bowler, Ryan Ronk, and Matt Clark came before the committee to request \$12,500 for the Symetra Classic. The \$12,500 funding request will go towards digital and social media.

Steve Farley asked if the Committee had any comments or questions. Hearing none, he entertained a motion to approve the \$12,500 funding request for the Symetra Classic.

Dino Paspalakis made a motion to approve the \$12,500 funding request for the Symetra Classic. Second, by Maria Mojica. The motion passed 8-0.

Consumer Advertising

The Brandon Agency – 2019-2020 Campaign Recap, 2020-2021 Consumer Marketing Plan, 2020-2021 Media Plan

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the 2019-2020 Campaign Recap, 2020-2021 Consumer Marketing Plan, and the 2020-2021 Media Plan.

The 2020-2021 Consumer Marketing Plan and the 2020-2021 Media Plan were discussed. After committee discussion, Farley asked if the Committee had any comments or questions. Hearing none, he entertained a motion to approve the 2020-2021 Media Strategy.

Deana Gammero made a motion to approve the 2020-2021 Media Strategy. Second, by Angela Miniagi. The motion passed 8-0.

Department Updates

Galloway reported on the new Vacation Guide and the new video added to the homepage of DaytonaBeach.com. Galloway had Dino Paspalakis give an update on the concert that was held at the Bandshell over the weekend.

Kate Holcomb reported on CVB messaging, webpage statistics on DaytonaBeach.com, and the newly added races to be held at the Speedway in August. Holcomb also reminded the committee to fill out the Safety Amenity form; this will allow visitors to the website to search by their safety protocols.

Linda McMahon reported on the virtual FAMs and virtual Lunch & Learns that the department is putting together, and weekly messaging to the Sales and Tradeshow databases. McMahon also reminded the committee that promotions are needed for inclusion in messaging to CVENT and HelmsBriscoe databases.

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Public Participation

None

New Business

Galloway reminded the Committee that the next workshop is August 4, 2020, at 3:00 PM.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:26 PM.

Submitted by Jennifer Sims, Marketing Systems Manager