

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 12, 2024 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Liz Wittig
2. **Roll Call** Liz Wittig
3. **Public Participation** Liz Wittig
4. **»* Consent Agenda** Liz Wittig
 - a) Approval of November 7, 2023, Meeting Minutes
 - b) Approval of December 12, 2023 Workshop Minutes
 - c) Approval of January 9, 2024, Meeting Minutes
 - d) February 2024 End-of-Month Social Media/eNewsletter/Blog Report
 - e) January 2024 Zartico Visitor Profile
 - f) February 2024 Group Sales Activity Report
 - g) January 2024 Simpleview Digital Marketing Report
 - h) Biketoberfest® 2023 Recap
 - i) CVB Media Coverage Report January – February 2024
5. **Executive Report – Lori Campbell Baker** Liz Wittig
6. **Tourism Events** Liz Wittig
 - a) Spring Daytona Turkey Run Update – James Richards
 - b) Jeep Beach Update – Charlene Greer
 - c) Friends of the Bandshell Summer Concert Series Update – Dino Paspalakis
7. **»* Tourism Events Application & Guidelines – Kay Galloway** Liz Wittig
8. **The Zimmerman Agency** Liz Wittig
 - a) Updates – Amy Shackelford & Spencer Gibboney
9. **Mid-Florida Marketing & Research** Liz Wittig
 - a) Economic Impact of Special Events 2023 – Evelyn Fine
10. **Department Updates** Liz Wittig
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahon
 - c) Marketing – Kay Galloway
11. **New Business** Liz Wittig
12. **Adjourn** Liz Wittig

UPCOMING MEETING DATES:

April 9, 2024 – Workshop

May 7, 2024 – Meeting

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.