

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, March 14, 2023 • 3:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 – Airline Room

AGENDA

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| 1. | Call to Order | Josh Harris |
| 2. | Roll Call | Josh Harris |
| 3. | Public Participation | Josh Harris |
| 4. | »* Consent Agenda | Josh Harris |
| | a) Approval of January 10, 2023, Meeting Minutes | |
| | b) End-of-Month Social Media/eNewsletter/Blog Report | |
| | c) February 2023 Group Sales Activity Report | |
| | d) CVB Media Coverage Report January – February 2023 | |
| | e) February 2023 Simpleview SEO & PPC Report | |
| 5. | Executive Report – Lori Campbell Baker | Josh Harris |
| 6. | Tourism Events | Josh Harris |
| | a) Spring Daytona Turkey Run Update – James Richards | |
| | b) Jeep Beach Update – Charlene Greer | |
| | c) »* Mustangs at Daytona – Jeff Dixon | |
| 7. | The Zimmerman Agency | Josh Harris |
| | a) Updates – Amy Shackelford & Spencer Gibboney | |
| 8. | Department Updates | Josh Harris |
| | a) Communications/PR – Andrew Booth | |
| | b) Group Sales – Linda McMahan | |
| | c) Marketing – Kay Galloway | |
| 9. | New Business | Josh Harris |
| 10. | Adjourn | Josh Harris |

UPCOMING MEETING DATES:

April 11, 2023 – Workshop

May 9, 2023 – Meeting

Locations: TBD

» 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.