

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, May 7, 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 Kay Galloway
2. Roll Call Kay Galloway
3. Public Participation Kay Galloway
4. »* 2024/2025 Advertising Committee Elections Kay Galloway
 - a) »* Chair
 - b) »* Vice-Chair
5. »* Consent Agenda Kay Galloway
 - a) Approval of March 12, 2024, Meeting Minutes
 - b) Approval of April 16, 2024, Workshop Minutes
 - c) April 2024 End-of-Month Social Media/eNewsletter/Blog Report
 - d) March 2024 Zartico Visitor Profile
 - e) March 2024 Group Sales Activity Report
 - f) March 2024 Simpleview Digital Marketing Report
 - g) March 2024 AirDNA Summary Report
6. Executive Report – Lori Campbell Baker Kay Galloway
7. 2024/2025 Marketing Department Budget Overview Kay Galloway
8. The Zimmerman Agency Kay Galloway
 - a) Updates – Spencer Gibboney & Amy Shackelford
 - b) 2024/2025 Planning Strategy
9. Department Updates Kay Galloway
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Brenda Redmon
 - c) Marketing – Kay Galloway
10. New Business Kay Galloway
11. Adjourn Kay Galloway

UPCOMING MEETING DATES:

June 11, 2024 – Budget Workshop

July 9, 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.