

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, October 13, 2020 • 3:00 PM • Hard Rock Hotel Daytona Beach, Roxy Room
918 North Atlantic Avenue, Daytona Beach, FL 32118

The October workshop of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:06 PM, October 13, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, and Liz Wittig. Lisa Crosby, Theresa Delin, and Angela Miniagi were absent.

Guests:

Christie DeAntonio, Vicki Foley, Andy Kovan, Shelby Selner, and Spencer Sims

Staff Present:

Lori Campbell Baker, Kay Galloway, and Jennifer Sims.

2020-21 Consumer Marketing Campaign

Andy Kovan, Shelby Selner, and Christie DeAntonio discussed new concepts for the I-95 billboard and \$200,000 media budget for January and February 2021. CVB staff and The Brandon Agency answered questions and listened to requests on how they could assist partners with their current needs.

Tourism Events Applications & Guidelines

Kay Galloway provided the current Tourism Events Application and Guidelines. The committee was asked to review both documents and bring suggestions on how to change to the November 2020 meeting.

New Business

Galloway introduced new committee member, Liz Wittig.

Public Participation

None

Adjourn

There being no further business or public participation, the workshop adjourned at 4:20 PM.

Submitted by Jennifer Sims, Marketing Systems Manager