

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, January 7, 2025 • 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** Shelley Sloan
2. **Roll Call** Shelley Sloan
3. **Public Participation** Shelley Sloan
4. **»* Consent Agenda** Shelley Sloan
 - a) Approval of September 10, 2024, Meeting Minutes
 - b) Approval of November 5, 2024, Workshop Minutes
 - c) December 2024 End-of-Month Social Media/eNewsletter/Blog Report
 - d) December 2024 End-of-Month Group Sales Social Report
 - e) December 2024 Partner Referral Report
 - f) December 2024 Group Sales Activity Report
 - g) November 2024 Zartico Visitor Profile
 - h) November 2024 - The Zimmerman Agency SEO & SEM Report
5. **Executive Report – Lori Campbell Baker** Shelley Sloan
6. **CVB Website Advertising** Kay Galloway
 - a) »* Destination Travel Network (DTN) – Paul Franke, Jr. with Simpleview
7. **Downs & St. Germain Research** Shelley Sloan
 - a) July - September 2024 Visitor Tracking Report: Joseph St. Germain
8. **The Zimmerman Agency** Shelley Sloan
 - a) Updates – Amy Shackelford & Spencer Gibboney
 - b) »* Q3 & Q4 Media
 - c) Daytona Beach Bike Week Update
9. **»* Agency of Record Contract Discussion** Kay Galloway
10. **Department Updates** Shelley Sloan
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Brenda Redmon
 - c) Marketing – Kay Galloway
11. **New Business** Shelley Sloan
12. **Adjourn** Shelley Sloan

UPCOMING MEETING DATES:

February 11, 2025 – Workshop

March 11, 2025 – Meeting

Location: Daytona Beach Area CVB

Oceanside Executive Center, 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.