

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, September 10, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular meeting was called to order by Shelley Sloan at 3:02 p.m., September 10, 2024. Jennifer Sims took attendance, and the following members were present in person: Theresa Delin, Tyler Fay, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, and Shelley Sloan. Megan Butler attended via Zoom Video Conferencing Software. Deana Gammero, Krista Goodrich, and Katherine Thompson were absent.

### **Guests:**

Erin Dinkel, Spencer Gibboney, Colleen McHugh, James Richards, Cathie Rock, Amy Shackelford, and Natalie Yablon. Hana Dodds, Andy Jorishie, and Drew Lewis attended via Zoom Video Conferencing Software.

### **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Brenda Redmon, Tangela Boyd, Sharon Harlow, Connor Rand, and Jennifer Sims. Rashanda Denton, Natasha Hardie, and Shannon Pool attended via Zoom Video Conferencing Software.

### **Public Participation**

None

### **Consent Agenda**

Shelley Sloan asked if the Committee had any comments or questions on the Consent Agenda, items a-h. Hearing none, she entertained a motion to approve Consent Agenda items a-h.

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Motion by Aileen Kelleman-Band to approve Consent Agenda items a-h. Second, by Susan Keaveney. The motion passed 7-0.

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### **Executive Report**

Lori Campbell Baker informed the Committee that the Volusia County Council did not approve the budget at the August County Council meeting due to airport funding; CVB staff is meeting with airport staff to discuss increasing airlift support to \$400,000. This revised budget will be presented to the County Council, September 17, 2024.

### **Tourism Events**

#### **Daytona Turkey Run**

James Richards presented a recap of the 2024 spring event and the marketing plan for the fall event.

### **The Zimmerman Agency**

#### **Campaign Update**

Andy Jorishie reviewed the latest industry trends with the Committee. Spencer Gibboney, Amy Shackelford, and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research.

### **Downs & St. Germain Research**

Erin Dinkel presented the April through June 2024 Visitor Profile and Economic Impact Report. Interviews were completed in person with 635 visitors at local hotels, the Daytona Beach International Airport, public areas, downtown, and at special events.

### **Department Updates**

Andrew Booth reported on the Fall Fine Dining program (September 2-October 13) the CVB is running, recent and upcoming press releases, FAMs with Laurie Rowe, community outreach, speaking engagements, and listening sessions. Booth also gave updates on attraction and events in the area and let the Committee know that the CVB won a Flagler Award for a radio spot that aired in New York.

Brenda Redmon reported on the recent and upcoming shows that the Group Sales department will be taking part in. Redmon also informed the Committee that they will be focusing on city-wides, ROI (Return on Investment) and going back through lost business for prospecting.

Kay Galloway reported on new air service to the area, Tourism Partner Day (October 4, 2024), and the upcoming Coffee & Connections on Friday, September 20, 2024 at Mulligan's Lagoon. Galloway also showed the Committee updates to the website: the new web cam, QR code page for partners, and the Guest Pass. Galloway reminded the Committee to add their deals to the website and got their opinions on having the month of November being centered around Veteran's and Service Members.

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**New Business**

None

**Adjourn**

There being no further business or public participation, the meeting adjourned at 4:45 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager