

ADVERTISING ADVISORY COMMITTEE WORKSHOP

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

The Advertising Advisory Committee's workshop was called to order by Shelley Sloan at 3:01 pm, November 5, 2024. Jennifer Sims took attendance, and the following members were present in person: Theresa Delin, Tyler Fay, Deana Gammero, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, and Katherine Thompson. Megan Butler, Krista Goodrich, and Susan Keaveney were absent.

Guests:

Norm Pytel. Hannah Brockman, Spencer Gibboney, Andy Jorishie, Drew Lewis, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Andrew Booth, Kay Galloway, Brian Bentley, Tangela Boyd, Connor Rand, and Jennifer Sims. Rashanda Denson and Natasha Hardie attended via Zoom Video Conferencing Software.

Public Participation

None

Executive Report

Lori Campbell Baker informed the Committee that the HAAA Board approved increasing airlift support for the Daytona Beach International Airport to \$400,000.

The Zimmerman Agency

Campaign Update

Spencer Gibboney and Natalie Yablon presented a campaign recap for consumer advertising, creative updates, and research. Hannah Brockman informed the Committee that The Zimmerman Agency was performing an SEO (Search Engine Optimization) audit on DaytonaBeach.com.

Marketing Department Update

Jennifer Sims reviewed three data dashboards (Zartico, CoStar, and VISIT FLORIDA) with the Committee, and Connor Rand reviewed the outcome of the Fall Fine Dining Days program. Kay Galloway reported on Biketoberfest® 2024 and the October 2024 Tourism Partner Day. Galloway also noted that the CVB was running a Veteran/Active Military campaign during November. Coffee & Connections, November 15, will take place at Pictona At Holly Hill, and the upcoming Partner Learning Session will be held on November 21st at 9:00 am.

Communications Department Update

Andrew Booth reported on recent and upcoming press releases, FAMs with Laurie Rowe, the recent VISIT FLORIDA Florida is Open campaign (after Hurricanes Helene and Milton), community outreach, speaking engagements, and listening sessions. Booth also let the Committee know that the CVB won a Magellan Award and a Silver Flagler Award.

New Business

The Committee discussed increasing the media spend for short term business post Hurricane Milton for small/independent properties.

Adjourn

There being no further business or public participation, the workshop adjourned at 4:58 pm.

Submitted by Jennifer Sims, Marketing Systems Manager