

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, May 13, 2025 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

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|-----|---|---------------|
| 1. | Call to Order | Shelley Sloan |
| 2. | Roll Call | Shelley Sloan |
| 3. | Public Participation | Shelley Sloan |
| 4. | »* 2025/2026 Advertising Committee Elections | Shelley Sloan |
| | a) »* Chair | |
| | b) »* Vice-Chair | |
| 5. | »* Consent Agenda | Shelley Sloan |
| | a) Approval of March 11, 2025, Meeting Minutes | |
| | b) April 2025 End-of-Month Social Media/eNewsletter/Blog Report | |
| | c) April 2025 End-of-Month Social Media Report – Group Sales | |
| | d) April 2025 Partner Referral Report | |
| | e) March 2025 Zartico Visitor Profile | |
| | f) March 2025 SEO/SEM Report – The Zimmerman Agency | |
| 6. | Executive Report – Lori Campbell Baker | Shelley Sloan |
| 7. | Downs & St. Germain Research | Shelley Sloan |
| | a) January-March 2025 Visitor Profile & Economic Impact Report | |
| | b) April 2024-March 2025 Visitor Profile & Economic Impact Report | |
| 8. | 2025-26 Marketing Department Budget Plan | Kay Galloway |
| 9. | The Zimmerman Agency | Shelley Sloan |
| | a) Updates – Spencer Gibboney & Amy Shackelford | |
| | b) »* Additional Media Placements | |
| 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:

June 10, 2025 – Budget Workshop

July 8, 2025 – 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.