

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, January 11, 2022 • 3:00 PM • El Caribe Resort & Conference Center
2125 South Atlantic Avenue, Daytona Beach, FL 32118 Room: Caribbean

AGENDA

- | | |
|--|---------------------|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. Public Participation | |
| 4. »* Consent Agenda | Steve Farley |
| a) Approval of November 9, 2021, Meeting Minutes | |
| b) Approval of December 7, 2021, Workshop Minutes | |
| c) Simpleview Analytics for DaytonaBeach.com | |
| d) The Brandon Agency End of Month Reports | |
| e) CVB Media Coverage Report November – December 2021 | |
| 5. Executive Report – Lori Campbell Baker | Steve Farley |
| 6. Tourism Events | Steve Farley |
| a) »* Jeep Beach – Charlene Greer | |
| 7. The Brandon Agency | Steve Farley |
| a) Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner | |
| 1. »* April – June 2022 Media Placements | |
| 2. »* Additional Media Opportunity | |
| 8. Quarterly Visitor Profile July – September 2021 - Evelyn Fine | Steve Farley |
| 9. Request for Statement of Qualifications (RFQ) Document and Timeline | Kay Galloway |
| 10. Department Updates | |
| a) Marketing & Design – Kay Galloway | |
| b) Communications/PR – Kate Holcomb | |
| c) Group Sales – Linda McMahon | |
| 11. New Business | Steve Farley |
| 12. Adjourn | Steve Farley |

UPCOMING MEETING DATES:

February 8, 2022, at 3:00 PM – Workshop

March 8, 2022, at 3:00 PM – Meeting

Workshop & Meeting Location:

TBD

» 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.