

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, February 8, 2022 • 3:00 PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room 103ABC

AGENDA

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| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. Public Participation | Steve Farley |
| 4. The Brandon Agency | Steve Farley |
| a) Marketing, Creative, & Media Update – Andy Kovan, Shelby Selner, Christie DeAntonio | |
| 5. Marketing & Design Department Update | Kay Galloway |
| 6. New Business | Steve Farley |
| 7. Adjourn | Steve Farley |

UPCOMING DATES:

March 8, 2022, at 3:00 PM – Meeting

Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118 Room: 103ABC

April 12, 2022, at 3:00 PM – Workshop

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.