

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, February 8, 2022 • 3:00 PM • Ocean Center

101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103BC

The Advertising Advisory Committee's workshop was called to order by Steve Farley at 3:00 pm, February 8, 2022. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammemo, Katrina Guevara, Susan Keaveney, Maria Mojica, Dino Paspalakis, Shelley Sloan, Ana Ventura, and Liz Wittig. Josh Harris, Aileen Kelleman-Band, and Jessica Srodulski were absent.

Guests:

Linda Bowers, Stephen Childress (Zoom), Christie DeAntonio, Suzanne Heddy, Andy Kovan, Karen Kuhn, Laura Radford, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Linda McMahon (Zoom), Jennifer Sims, Tangela Boyd, and Connor Rand

Public Participation

Suzanne Heddy came before the Committee to discuss the Affluent campaign and other marketing ideas.

The Brandon Agency – Consumer Marketing & Campaign Recap

Kay Galloway updated the Committee on the January 19, 2022, HAAA Board meeting and advised them that the Board wanted to go in a different direction regarding the Affluent campaign.

Lori Campbell Baker let the Committee know that the Volusia County Council approved the \$1M activation fund.

Andy Kovan, Shelby Selner, and Christie DeAntonio presented two concepts for the updated campaign/media recommendations for the Rising HouseHold Income Traveler.

DeAntonio and Selner presented the campaign recap and research data for January 2022.

Marketing & Design Department Update

Galloway reported on Group Sales Show Your Badge Program, the updated Arts Map, and the new Golf Guide. Also discussed were the latest resources available for a partners including; blogs, newsletters, videos, and photos. Galloway also talked about the RSQ process and deadline, and that the Committee will be reviewing them at the March 8, 2022, Ad Committee meeting.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:20 pm.

Submitted by Jennifer Sims, Marketing Systems Manager