

# ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, May 7, 2024 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
Oceanside Executive Center, 140 South Atlantic Avenue, 5<sup>th</sup> Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's regular meeting was called to order by Kay Galloway at 3:05 p.m., May 7, 2024. Jennifer Sims took attendance, and the following members were present in person: Megan Butler, Theresa Delin, Deana Gammero, Dino Paspalakis, Shelley Sloan, and Katherine Thompson. Krista Goodrich and Aileen Kelleman-Band attended via Zoom Video Conferencing Software. Ana Ventura and Susan Keaveney were absent.

## **Guests:**

Tyle Fay, Spencer Gibboney, Steven Perkins, Cathie Rock, and Amy Shackelford. Natalie Yablon attended via Zoom Video Conferencing Software.

## **Staff Present:**

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

## **Public Participation**

None

## **2024/2025 Advertising Committee Elections**

### **Chair**

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Motion by Deana Gammero to nominate Shelley Sloan to Chair the Advertising Committee during 2024-2025. Second, by Katherine Thompson. The motion passed 8-0.

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### **Vice-Chair**

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Motion by Katherine Thompson to nominate Susan Keaveney to be Vice-Chair of the Advertising Committee during 2024-2025. Second, by Theresa Delin. The motion passed 8-0.

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## **Consent Agenda**

Kay Galloway asked if the Committee had any comments or questions on the Consent Agenda, items a-g. Hearing none, she entertained a motion to approve Consent Agenda items a-g.

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Motion by Shelley Sloan to approve Consent Agenda items a-g. Second, by Deana Gammero. The motion passed 8-0.

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## **Executive Report**

Lori Campbell Baker reminded the Committee about the National Travel and Tourism Week Breakfast. Campbell Baker also reported to the Committee that staff will be participating in an Elected Official Roundtable on May 13, 2024, and that staff is in the middle of the budget and marketing plan process.

## **2024/2025 Marketing Department Budget Overview**

Galloway reviewed the proposed 2024/2025 Marketing Department budget with the Committee.

## **The Zimmerman Agency**

### **Consumer Marketing & Campaign Recap**

Amy Shackelford updated the Committee on the Anamorphic Billboard in Times Square, and Spencer Gibboney presented a campaign recap for consumer advertising, creative updates, and research.

## **2024/2025 Planning Strategy**

Gibboney presented the planning strategy for 2024/2025. 20% of the budget will be allocated to Q1, 28% to Q2, 25% to Q3, and 27% to Q4 totaling \$8,190,000.

## **Department Updates**

Andrew Booth reported on the recent and upcoming press releases, travel writer visits, content creators, community outreach, and listening sessions.

Galloway (for Group Sales) reported on upcoming shows and reminded the Committee about the upcoming Meetings and Conventions, Sports, and Tour and Travel Committee meetings on May 9, 2024. Galloway also noted that the Group Sales

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Activity Report is in the meeting packet.

Kay Galloway reported on content creation, the 2024 Visitors' Choice awards, the three-day photo shoot with The Zimmerman Agency, the upcoming Partner Learning Session on May 14, 2024, and Coffee & Connections on Friday, May 17<sup>th</sup> at the Daytona Lagoon.

### **New Business**

Galloway gave the Committee updates on marketing to Brazil, and Campbell Baker asked the Committee for updates on upcoming business.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:25 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager