

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, May 9, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau  
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 3:10 pm, May 9, 2023. Jennifer Sims took attendance, and the following members were present in person Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, and Ana Ventura. Deana Gammero, Katrina Guevara, Maria Mojica, Katherine Thompson, and Liz Wittig were absent.

### **Guests:**

Spencer Gibboney, Suzanne Heddy, Andy Jorishie, Karen Kuhn, Drew Lewis (Zoom), Jonathan Magill (Zoom), Michelle Petro (Zoom), Amy Shackelford, and Natalie Yablon (Zoom)

### **Staff Present:**

Lori Campbell Baker, Kay Galloway, Andrew Booth, Brian Bentley, Tangela Boyd, Chuck Grimes (Zoom), Natasha Hardie (Zoom), Sharon Harlow, Connor Rand, and Jennifer Sims

### **Public Participation**

Suzanne Heddy invited the Committee and CVB staff to an ECHO Gallery Reception on May 25, 2023.

### **Consent Agenda**

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

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Dino Paspalakis motioned to approve Consent Agenda items, a-f. Second, by Susan Keaveney. The motion passed 5-0.

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### **Executive Report**

Lori Campbell Baker reported on the revenue for March 2023, sargassum, and the three new HAAA Board members.

### **Tourism Events**

#### **10<sup>th</sup> Annual SBT AquaX Daytona Grand Prix**

Michelle Petro presented the \$20,000 funding request for the 10<sup>th</sup> Annual SBT AquaX Daytona Grand Prix, which will take place August 18-20, 2023. Funding will go towards the marketing of the event.

Following Committee discussion, Galloway entertained a motion to approve the \$20,000 funding request for the 10<sup>th</sup> Annual SBT AquaX Daytona Grand Prix, August 18-20, 2023.

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Dino Paspalakis motioned to approve the \$20,000 funding request for the 10<sup>th</sup> Annual SBT AquaX Daytona Grand Prix. Second, by Shelley Sloan. The motion passed 5-0.

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### **2023 Summer Concert Series**

Dino Paspalakis and Karen Kuhn gave an update on the 2023 Summer Concert Series presented by the Friends of the Bandshell, which will take place May 27 – September 30, 2023.

### **The Zimmerman Agency**

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

Spencer Gibboney, Amy Shackelford, and Natalie Yablon reviewed the consumer campaign analytics.

### **Q4 Media**

Gibboney and Shackelford reviewed the fourth quarter media spend with the Committee.

Following Committee discussion, Galloway entertained a motion to approve the \$1,507,002.40 fourth quarter media spend.

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Aileen Kelleman-Band motioned to approve the \$1,507,002.40 fourth quarter media spend. Second, by Susan Keaveney. The motion passed 5-0.

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### **Mid-Florida Marketing & Research**

Galloway let the Committee know that the October – December 2022 Visitor Profiles were included in their packets.

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### **Department Updates Communications**

Andrew Booth reported on recent press releases for the 2023 Visitors' Choice Awards and the anamorphic billboard in Times Square, the upcoming Community Listening Session on May 16<sup>th</sup>, local speaking engagements, the Resident Sentiment Survey, and an upcoming Golf FAM with Kingfish Communications.

### **Marketing**

Galloway reported on the marketing efforts for Memorial Day and the eighteen awards being given out for the 2023 Visitors' Choice.

### **Group Sales**

Linda McMahon reported on the departments sales goals and the Group Sales Activity Report. McMahon also let the Committee know that Sam Pollack has left his sales position with the CVB and Mara Robin will be starting May 25, 2023.

### **New Business**

Campbell Baker updated the Committee on the recent news from VISIT FLORIDA that they will be receiving \$80M from the state.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:28 pm.

Submitted by Jennifer Sims, Marketing Systems Manager