

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, June 7, 2022 • 3:00 PM • Ocean Center

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

The Advertising Advisory Committee's workshop was called to order by Josh Harris at 3:03 pm, June 7, 2022. Jennifer Sims took attendance, and the following members were present in person, Josh Harris, Katrina Guevara, Dave Joy, Aileen Kelleman-Band, Shauna Metz, Laura Radford, Jessica Srodulski, Ana Ventura, and Liz Wittig. Deana Gammero attended via Zoom Video Conferencing Software. Steve Farley, Susan Keaveney, Maria Mojica, Dino Paspalakis, Shelley Sloan, and Katherine Thompson were absent.

Guests:

Christie DeAntonio (Zoom), Evelyn Fine (Zoom), Vicky Foley, Suzanne Heddy, Andy Jorishie, Andy Kovan (Zoom), Karen Kuhn, John Nicholas, Norm Pytel, Shelby Selner (Zoom), Amy Shackelford, and Daniela Velez (Zoom)

Staff Present:

Lori Campbell Baker, Kay Galloway, Andrew Booth, Jennifer Sims (Zoom), Tangel Boyd (Zoom), Connor Rand, and Sharon Harlow

Public Participation

None

Josh Harris recognized the two new members of the Advertising Advisory Committee, Dave Joy and Shauna Metz.

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the campaign recap and research data for May 2022.

Mid-Florida Marketing & Research

Evelyn Fine presented the January through March 2022 Visitor Profile.

2022-2023 Marketing Department Budget Overview

Kay Galloway viewed the 2022-2023 Marketing Department budget with the Committee.

The Zimmerman Agency

Galloway introduced The Zimmerman Agency, our new Agency of Record, starting October 1, 2022. Andy Jorishie, John Nicholas, and Amy Shackelford showed the Committee the presentation that was shown at the May HAAA Board meeting. Also discussed were brand measurement and Daytona Momentum® Days taking place July 6-8, 2022.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:40 pm.

Submitted by Jennifer Sims, Marketing Systems Manager