

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, July 9, 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 Shelley Sloan at 3:00 p.m., July 9, 2024. Jennifer Sims took attendance, and the following members were present in person: Theresa Delin, Tyler Fay, Deana Gammero, Susan Keaveney, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, and Katherine Thompson. Krista Goodrich attended via Zoom Video Conferencing Software. Megan Butler and Ana Ventura were absent.

### **Guests:**

Spencer Gibboney, Amy Griffith, Steven Perkins, Cathie Rock, Amy Shackelford, and Natalie Yablon. Mike Cornetet, Drew Lewis, and John Nicholas attended via Zoom Video Conferencing Software.

### **Staff Present:**

Lori Campbell Baker, Andrew Booth, Kay Galloway, Brenda Redmon, Tangela Boyd, Brian Bentley, Natasha Hardie, Sharon Harlow, Connor Rand, and Jennifer Sims. Shannon Pool and Mara Robin attended via Zoom Video Conferencing Software.

### **Public Participation**

None

### **Consent Agenda**

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

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Motion by Dino Paspalakis to approve Consent Agenda items a-f. Second, by Theresa Delin. The motion passed 7-0.

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### **Executive Report**

Lori Campbell Baker informed the Committee that the HAAA Board will be getting the 2024-25 Budget and Marketing Plan at the July 17, 2024, meeting for approval to present to the County Council in August. Campbell Baker also informed the Committee that the Bed Tax Collections were up 8.8% from May 2023.

### **Agreement Renewals**

#### **Simpleview Services**

Kay Galloway presented and discussed each section of the October 1, 2024 – September 30, 2026, Simpleview, Inc. agreement.

#### **Customer Relationship Management (CRM)**

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the Customer Relationship Management (CRM) for \$18,700 per year.

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Deana Gammero made a motion to approve the Customer Relationship Management (CRM) for \$18,700 per year. Second, by Dino Paspalakis. The motion passed 7-0.

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#### **User-Generated Content via Crowdriff**

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the User-Generated Content via Crowdriff function for \$13,200 per year.

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Dino Paspalakis made a motion to approve the User-Generated Content via Crowdriff function for \$13,200 per year. Second, by Deana Gammero. The motion passed 7-0.

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#### **Call-to-Action: Crowdriff Add-On**

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the Call-to-Action: Crowdriff Add-On function for \$2,000 per year.

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Deana Gammero made a motion to approve the Call-to-Action: Crowdriff Add-On function for \$2,000 per year. Second, by Theresa Delin. The motion passed 7-0.

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### AudioEye

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve AudioEye for \$13,200 per year.

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Susan Keaveney made a motion to approve AudioEye for \$13,200 per year. Second, by Katherine Thompson. The motion passed 7-0.

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### SimpleSupport 5 Plan

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the SimpleSupport 5 Plan for \$6,600 per year.

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Deana Gammero made a motion to approve the SimpleSupport 5 Plan for \$6,600 per year. Second, by Dino Paspalakis. The motion passed 8-0.

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### Content Management System License (CMS)

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the Content Management System License (CMS) for \$53,130 per year.

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Theresa Delin made a motion to approve the Content Management System License (CMS) for \$53,130 per year. Second, by Katherine Thompson. The motion passed 8-0.

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### Map Publisher Tool

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the Map Publisher Tool for \$6,600 per year.

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Deana Gammero made a motion to approve the Map Publisher Tool for \$6,600 per year. Second, by Susan Keaveney. The motion passed 8-0.

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### Visit Widget

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve Visit Widget for \$11,000 per year.

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Katherine Thompson made a motion to approve Visit Widget for \$11,000 per year. Second, by Dino Paspalakis. The motion passed 8-0.

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### Simpleview Digital Asset Management Tool (DAM) via Cloudinary

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the Simpleview Digital Asset Management Tool (DAM) via Cloudinary for \$12,000 per year.

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Katherine Thompson made a motion to approve the Simpleview Digital Asset Management Tool (DAM) via Cloudinary for \$12,000 per year. Second, by Dino Paspalakis. The motion passed 8-0.

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### Pay-Per-Click (PPC)

Galloway presented the Committee with the Pay-Per-Click (PPC) Cost Proposal from The Zimmerman Agency.

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve moving Pay-Per-Click (PPC) services to The Zimmerman Agency beginning October 1, 2024.

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Susan Keaveney made a motion to approve moving Pay-Per-Click (PPC) services to The Zimmerman Agency beginning October 1, 2024. Second, by Katherine Thompson. The motion passed 9-0.

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### Search Engine Optimization (SEO)

Galloway presented the Committee with the Search Engine Optimization (SEO) Cost Proposal from The Zimmerman Agency.

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve moving Search Engine Optimization (SEO) services to The Zimmerman Agency beginning October 1, 2024.

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Theresa Delin made a motion to approve moving Search Engine Optimization (SEO) services to The Zimmerman Agency beginning October 1, 2024. Second, by Dino Paspalakis. The motion passed 9-0.

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### Biketoberfest® 2024

#### Campaign Update

Galloway let the Committee know that the 2024 Biketoberfest® Master Plan was approved at the June 7, 2024 Biketoberfest® Committee Meeting. The CVB is also working on sponsorship opportunities with Progressive Motorcycle Insurance, FDOT – Florida Motorcycle Safety Program, Daytona Beach Racing & Card Club, Alert Riders, and AMA & National Gypsy Tour. Two sponsors from 2023 will be renewing their sponsorship agreements: Dream Giveaway and Rue & Ziffra.

Spencer Gibboney and Natalie Yablon reviewed the media plan and spend for Biketoberfest® 2024.

### The Zimmerman Agency

#### Campaign Update

Amy Shackelford showed the Committee a preview of the photo shoot that took place earlier this year. Gibboney and Yablon presented a campaign recap for consumer advertising, creative updates, and research.

### Q1 & Q2 Media

Gibboney presented the media strategy for 2024/2025. The Q1 spend totals \$1,580,000 and Q2 totals \$2,212,000, totaling \$3,792,000 for October 1, 2024, through March 31, 2025.

#### Q1 Media

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the \$1,580,000 Q1 media spend.

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Dino Paspalakis made a motion to approve the \$1,580,000 Q1 media spend. Second, by Katherine Thompson. The motion passed 9-0.

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#### Q2 Media

Following the Committee discussion, Sloan asked if the Committee had any comments or questions. Hearing none, she entertained a motion to approve the \$2,212,000 Q2 media spend.

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Aileen Kelleman-Band made a motion to approve the \$2,212,000 Q2 media spend. Second, by Susan Keaveney. The motion passed 9-0.

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### Department Updates

Andrew Booth reported on the recent and upcoming press releases, content creator visits, FAMs with Laurie Rowe, community outreach, speaking engagements, and listening sessions. Booth also showed the Committee recent Daytona Beach area related posts from Instagram.

Brenda Redmon and Karen DiGiacomo reported on the recent Oparks FAM and upcoming shows that the Group Sales department will be taking part in.

Galloway reported on the recent Partner Survey, Tourism Partner Day (early October 2024), adding a full-time digital content creator if approved by HAAA, the upcoming Coffee & Connections on Friday, July 19<sup>th</sup> at the Daytona Beach Racing & Card Club, and the Partner Learning Session on August 22<sup>nd</sup>. Connor Rand spoke on the new Fall Fine Dining Days program that will start around Labor Day and end right before Biketoberfest®.

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### **New Business**

Sloan introduced Tyler Fay, the newest member of the Advertising Committee. The Committee was also given the 2025 Meeting/Workshop dates to review for a September 2024 vote and asked about their ADR for July 2024.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 4:32 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager