

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, July 11, 2023 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Kay Galloway
2. **Roll Call** Kay Galloway
3. **Public Participation** Kay Galloway
4. **»* 2023/2024 Committee Elections** Kay Galloway
 - a) »* Chair
 - b) »* Vice-Chair
5. **»* Consent Agenda** Kay Galloway
 - a) Approval of May 9, 2023, Meeting Minutes
 - b) Approval of June 7, 2023, Budget Workshop Minutes
 - c) May 2023 Simpleview SEO & Paid Search Report
 - d) May 2023 AirDNA Summary Report
 - e) June 2023 End of Month Social/eNewsletter/Blog Report
 - f) June 2023 Group Sales Activity Report
 - g) May – June 2023 Media Report
6. **Executive Report – Lori Campbell Baker** Kay Galloway
7. **Tourism Events** Kay Galloway
 - a) Epson (formerly Symetra) Tour Championship – Ryan Ronk
 - b) »* Run Daytona 15K – 10K – 5K Racing Weekend – Juan Guevara
8. **Biketoberfest® 2023 Creative & Media Update** Kay Galloway
9. **The Zimmerman Agency** Kay Galloway
 - a) Campaign Update
 - b) »* Q1 & Q2 Media
10. **Department Updates** Kay Galloway
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahon
 - c) Marketing & Design – Kay Galloway
11. **New Business** Kay Galloway
12. **Adjourn** Kay Galloway

UPCOMING DATES:

August 8, 2023, at 3:00 PM – Workshop
September 12, 2023, at 3:00 PM – Meeting
Location: Daytona Beach Area CVB

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» Requires Public Participation time prior to vote
* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.