

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, July 13, 2021 • 3:00 PM • Daytona Beach International Airport
700 Catalina Drive, Daytona Beach, FL 32114 – Room: Dennis McGee

AGENDA

1. **Call to Order** Josh Harris
2. **Roll Call** Josh Harris
3. **Public Participation**
4. **»* Consent Agenda** Josh Harris
 - a) Approval of May 11, 2021, Meeting Minutes
 - b) Approval of June 8, 2021, Budget Workshop Minutes
 - c) Simpleview Analytics for DaytonaBeach.com
 - d) March & April 2021 Mid Florida Marketing Reports – OCC & ADR
 - e) Media Report May – June 2021
5. **Executive Report – Lori Campbell Baker** Josh Harris
6. **Tourism Events** Josh Harris
 - a) **»*Symetra Tour Championship – Ryan Ronk**
7. **The Brandon Agency** Josh Harris
 - a) Consumer Marketing & Campaign Recap – Andy Kovan/Shelby Selner
 1. **»* Additional Placements for September - \$238,084**
 2. **»* October – December Placements - \$847,122**
 - b) Biketoberfest® 2021
8. **Department Updates**
 - a) Marketing & Design – Tangela Boyd
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
9. **New Business** Josh Harris
10. **Adjourn** Josh Harris

UPCOMING MEETING DATES:

August 10, 2021, at 3:00 PM – Workshop

Location: TBD

September 1, 2021, at 3:00 PM – Meeting

Location: Residence Inn Daytona Beach Beachfront, 3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118

» 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.