

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, August 4, 2020 • 3:00 PM • Hard Rock Hotel Daytona Beach, Roxy Room
918 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

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|---|---|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Steve Farley |
| 3. 2020-21 Consumer Marketing Campaign
a) Marketing, Creative, Media | Shelby Selner
Christie DeAntonio
Andy Kovan |
| 4. New Business | Steve Farley |
| 5. Public Participation | Steve Farley |
| 6. Adjourn | Steve Farley |

The next meeting will be held on September 8, 2020, at 3:00 PM.
Meeting location: The Plaza Resort & Spa, Plaza A
600 North Atlantic Avenue, Daytona Beach, 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.