

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, August 10, 2021 • 3:00 PM • Hard Rock Hotel Daytona Beach
918 North Atlantic Avenue, Daytona Beach, FL 32118 Room: Roxy

AGENDA

- | | |
|---------------------------------|--------------|
| 1. Call to Order | Josh Harris |
| 2. Roll Call | Josh Harris |
| 3. Public Participation | Josh Harris |
| 4. Welcome New Committee Member | Josh Harris |
| 5. The Brandon Agency | Josh Harris |
| a) 2020-21 & 2021-22 Campaign | |
| b) Tailgate Tour | |
| c) Data Partner | |
| d) Partner Co-Ops | |
| 6. Department Update | Kay Galloway |
| 7. New Business | Josh Harris |
| 8. Adjourn | Josh Harris |

UPCOMING DATES:

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

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

October 12, 2021, at 3:00 PM – Workshop

Location: Hard Rock Hotel Daytona Beach, 918 North Atlantic Avenue, Daytona Beach, 32118 Room: Roxy

» 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.