

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING
Tuesday, August 10, 2021 • 3:00 PM • Hard Rock Hotel Daytona Beach
918 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: Roxy

The Advertising Advisory Committee's workshop was called to order by Chair Josh Harris at 3:00 PM, August 10, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Christos Mavronas, Angela Miniagi, Maria Mojica, Shelley Sloan, Ana Ventura, and Liz Wittig. Katrina Guevara and Dino Paspalakis were absent.

Guests:

Andrea Kerr, Andy Kovan (Zoom), Karen Kuhn, and Shelby Selner (Zoom)

Staff Present:

Lori Campbell Baker, Kay Galloway, Linda McMahon (Zoom), Jennifer Sims, and Tangela Boyd

Chair Josh Harris introduced new Committee member Shelley Sloan.

Public Participation

None

The Brandon Agency

- **2020 – 21 Campaign** - Andy Kovan and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, and research.
- **Tailgate Tour** - Kovan and Selner presented the booth design and game dates for the Tailgate Tour.
- **Data Partner** - Kovan, Selner, and Kay Galloway discussed our current data partner, See Source, with the Committee. Also discussed was a possible new data partner, Arrivalist.
- **Partner Co-Ops** Galloway asked the Committee for recommendations on possible Co-Op partners for 2021 – 2022. Committee recommendations are the Orlando Sentinel, Sojern, AccuWeather, and Expedia in the Spring.

Department Update

Kay Galloway reported that Tourism Partner Day would take place on September 17 at the Daytona Beach International Airport. Galloway also let the Committee know that an updated member list is in their packets, and a copy of the proposed 2022 meeting dates was also included.

New Business

Lori Campbell Baker invited the Committee to join the HAAA Board at the Strategic Planning Workshop on August 18 at the Hilton Daytona Beach Oceanfront Resort.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:30 PM.

Submitted by Jennifer Sims, Marketing Systems Manager