

ADVERTISING ADVISORY COMMITTEE MEETING

Wednesday, September 1, 2021 • 3:00 PM • Residence Inn Daytona Beach Oceanfront
3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118 – Room: Ocean Breeze

AGENDA

1. **Call to Order** **Josh Harris**
2. **Roll Call** **Josh Harris**
3. **Public Participation**
4. **»* Consent Agenda** **Josh Harris**
 - a) Approval of July 13, 2021, Meeting Minutes
 - b) Approval of August 10, 2021, Budget Workshop Minutes
 - c) Simpleview Analytics for DaytonaBeach.com
 - d) May & June 2021 Mid Florida Marketing Reports – OCC & ADR
 - e) 2022 Meeting & Workshop Dates
5. **Executive Report – Lori Campbell Baker** **Josh Harris**
6. **Tourism Events** **Josh Harris**
 - a) Daytona Turkey Run – Jennifer Labonte
 - b) »* CLASH Daytona 2021 – Bill Christy
7. **The Brandon Agency** **Josh Harris**
 - a) »* Consumer Marketing & Campaign Recap – Andy Kovan/Shelby Selner
8. **Mid-Florida Marketing & Research** **Josh Harris**
 - a) Quarterly Visitor Profile – Evelyn Fine
9. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon
10. **New Business** **Josh Harris**
11. **Adjourn** **Josh Harris**

UPCOMING MEETING DATES:

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

November 9, 2021, at 3:00 PM – Meeting

Workshop & Meeting Location:

Hard Rock Hotel Daytona Beach, 918 North Atlantic Avenue, Daytona Beach, FL 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.