

ADVERTISING ADVISORY COMMITTEE REGULAR 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

The Advertising Advisory Committee's regular meeting was called to order by Chair Josh Harris at 3:02 pm, September 1, 2021. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Josh Harris, Aileen Kelleman-Band, Christos Mavronas, Dino Paspalakis, Shelley Sloan, Ana Ventura, and Liz Wittig. Katrina Guevara, Angela Miniagi, Maria Mojica, and Susan Keaveney were absent.

Guests:

Christie DeAntonio, Evelyn Fine (Zoom), Lyndsey Gilreath, Andy Kovan, Karen Kuhn, Jennifer Labonte (Zoom), Philip Lahaye (Zoom), Andre Lapar, Norm Pytel, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb (Zoom), Jennifer Sims, and Tangela Boyd

Public Participation

None

Consent Agenda

Harris asked if the Committee had any comments or questions on the Consent Agenda, items a-e. Hearing none, he entertained a motion to approve Consent Agenda items a-e.

Steve Farley made a motion to approve the Consent Agenda items a-e. Second, by Liz Wittig. The motion passed 7-0.

Executive Report

Lori Campbell Baker presented the Executive Report. Report covered visitation trends, the HAAA's upcoming Strategic Plan, and COVID-19.

Tourism Events

Daytona Turkey Run

Jennifer Labonte reported on the 2020 Fall Daytona Turkey Run and the 2021 Spring Daytona Turkey Run. Kay Galloway advised the Committee that the funding for the Turkey Run will switch to \$20,000 for the Spring show and \$10,000 for the Fall show due to the Spring show's potential growth.

CLASH Daytona 2021

Philip Lahaye, Andre Lapar, and Lyndsey Gilreath presented the \$25,000 tourism funding request for CLASH Daytona 2021. The \$25,000 funding request will go towards digital and social media.

Following Committee discussion, Harris entertained a motion to approve the \$25,000 funding request for CLASH Daytona 2021.

Aileen Kelleman-Band made a motion to approve the \$25,000 funding request for CLASH Daytona 2021. Second, by Ana Ventura. The motion passed 8-0. Josh Harris recused himself from the vote.

CLASH Daytona 2021

Philip Lahaye, Andre Lapar, and Lyndsey Gilreath came before the Committee with a media opportunity with CLASH Daytona 2021. Reaching domestic and international audiences through livestream, TV commercials and significant on-course branding and exposure at the event, the media buy would be \$100,000.

Following Committee discussion, Harris entertained a motion to approve the \$100,000 media funding request for CLASH Daytona 2021.

Steve Farley motioned to approve the \$100,000 for an additional media spend to add to the exposure for the Daytona Beach area and CLASH Daytona 2021. Second, by Liz Wittig. The motion passed 8-0. Josh Harris recused himself from the vote.

The Brandon Agency – Consumer Marketing & Campaign Recap

Christie DeAntonio, Andy Kovan, and Shelby Selner presented the Consumer Marketing Plan, campaign recap, creative updates, and research.

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Data Partner

Selner presented the Data Partner comparison of See Source and Arrivalist.

Following Committee discussion, Harris entertained a motion to approve spending \$30,000 using Arrivalist for the Data Partner.

Dino Paspalakis made a motion to approve spending \$30,000 and using Arrivalist for the Data Partner. Second, by Steve Farley. The motion passed 9-0.

Additional Media Opportunities

Selner presented three upcoming opportunities for approval. The Brandon Agency recommends spending an additional \$80,184 on the VISIT FLORIDA 2022 Vacation Guide, Atlanta Journal-Constitution Great Escapes Package, and the Orlando Sentinel Explore Florida Digital Issue.

Following Committee discussion, Harris entertained a motion to approve the Additional Media Opportunities spend of \$80,184.

Steve Farley made a motion to approve the Additional Media Opportunities spend of \$80,184. Second, by Aileen Kelleman-Band. The motion passed 9-0.

Mid-Florida Marketing & Research

Evelyn Fine presented findings from the Quarterly Visitor Profile study

Department Updates

Kay Galloway reported on the recent Co-op Advertising Survey, Tourism Partner Day (to be held virtually on September 17 from 9 am to 10 am), Weekday Beach Days campaign, Biketoberfest®, and the Tailgate Tour.

Kate Holcomb reported on the August blogs, September events, the long-term planning calendar, Biketoberfest® events, the Mary McLeod Bethune Statue, fall festivals, and additional car shows in November. Holcomb mentioned that the travel media is still conscious of what is happening globally, but great articles were posted in magazines such as AAA Living and Forbes.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:42 pm.

Submitted by Jennifer Sims, Marketing Systems Manager