

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, September 8, 2020 • 3:00 PM • The Plaza Resort & Spa, Plaza A
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

1. **Call to Order** **Steve Farley**
2. **Roll Call** **Steve Farley**
3. **»* Consent Agenda** **Steve Farley**
 - a) Approval of the June 3, 2020, Workshop Minutes
 - b) Approval of the July 14, 2020, Meeting Minutes
 - c) Approval of the August 4, 2020, Workshop Minutes
 - d) Simpleview Analytics for DaytonaBeach.com
 - e) Mid-Florida Marketing & Research, Inc Data
 - f) 2021 Meeting & Workshop Dates

4. **Tourism Events** **Steve Farley**
 - a) »* Challenge DAYTONA – Bill Christy

5. **Simpleview** **Steve Farley**
 - a) »* 2020-21 Pay Per Click (PPC) Contract – Kay Galloway

6. **The Brandon Agency** **Steve Farley**
 - a) »* Consumer Marketing & Campaign Recap – Christie DeAntonio, Andy Kovan, Shelby Selner

7. **Department Updates**
 - a) Marketing & Design – Kay Galloway
 - b) Communications/PR – Kate Holcomb
 - c) Group Sales – Linda McMahon

8. **Public Participation** **Steve Farley**

9. **Adjourn** **Steve Farley**

UPCOMING DATES:

October 13, 2020, at 3:00 PM – Workshop

November 10, 2020, at 3:00 PM – Meeting

MEETING LOCATIONS: TBD

» 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.