

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, September 10, 2024 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** Shelley Sloan
2. **Roll Call** Shelley Sloan
3. **Public Participation** Shelley Sloan
4. **»* Consent Agenda** Shelley Sloan
 - a) Approval of July 9, 2024, Meeting Minutes
 - b) July 2024 Simpleview Digital Marketing Report
 - c) July 2024 Zartico Visitor Profile Report
 - d) August 2024 Partner Referral Report
 - e) August 2024 End of Month Social/eNewsletter/Blog Report
 - f) August 2024 Group Sales Activity Report
 - g) 2025 Workshop & Meeting Dates
 - h) June 2024 Savannah, GA Information
5. **Executive Report** Lori Campbell Baker
6. **Tourism Events**
 - a) Daytona Turkey Run Update – James Richards Shelley Sloan
7. **The Zimmerman Agency** Shelley Sloan
 - a) Consumer Marketing & Campaign Update: Spencer Gibboney/Amy Shackelford
8. **Downs & St. Germain Research** Shelley Sloan
 - a) April – June 2024 Visitor Tracking Report: Erin Dinkel
9. **Department Updates** Shelley Sloan
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Brenda Redmon
 - c) Marketing & Design – Kay Galloway
10. **New Business** Shelley Sloan
11. **Adjourn** Shelley Sloan

UPCOMING DATES:

October 8, 2024, at 3:00 PM – Workshop

November 5, 2024, at 3:00 PM – Meeting

Location: Daytona Beach Area CVB

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» 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.