

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, September 12, 2023 • 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** Katherine Thompson
2. **Roll Call** Katherine Thompson
3. **Public Participation**
4. **»* Consent Agenda** Katherine Thompson
 - a) Approval of July 11, 2023, Meeting Minutes
 - b) July 2023 Simpleview SEO & Paid Search Report
 - c) July 2023 AirDNA Summary Report
 - d) August 2023 End of Month Social/eNewsletter/Blog Report
5. **Executive Report – Lori Campbell Baker** Katherine Thompson
6. **Tourism Events** Katherine Thompson
 - a) Daytona Turkey Run Update – James Richard
7. **The Zimmerman Agency**
 - a) Updates – Amy Shackelford & Spencer Gibboney
 - b) Perception Study (2nd Wave) Results – Joseph St. Germain
8. **Department Updates**
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahon
 - c) Marketing – Kay Galloway
9. **Mid-Florida Marketing & Research** Katherine Thompson
 - a) Quarterly Visitor Profile – Evelyn Fine
10. **New Business** Katherine Thompson
 - a) »*2023 – 2024 Meeting/Workshop Dates
11. **Adjourn** Katherine Thompson

UPCOMING MEETING DATES:

October 10, 2023, at 3:00 PM – Workshop

November 7, 2023, at 3:00 PM – Meeting

Workshop & Meeting Location:

Daytona Beach Area CVB, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

» 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.