

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, September 13, 2022 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: Second Floor Boardroom

The Advertising Advisory Committee's regular meeting was called to order by Josh Harris at 3:01 pm, September 13, 2022. Jennifer Sims took attendance, and the following members were present in person Steve Farley, Josh Harris, Aileen Kelleman-Band, Shauna Metz, Maria Mojica, Dino Paspalakis, Shelley Sloan, Jessica Srodulski, Katherine Thompson, Ana Ventura, and Liz Wittig. Deana Gammero attended via Zoom Video Conferencing Software. Katrina Guevara, Dave Joy, Susan Keaveney, and Laura Radford were absent.

Guests:

Christie DeAntonio (Zoom), Evelyn Fine (Zoom), Spencer Gibboney, Lyndsey Gilreath, Suzanne Heddy, Andy Jorishie (Zoom), Jennifer Labonte (Zoom), Andre Lapar, Doug O'Donnell, Norm Pytel, Amy Shackelford, Shelby Selner (Zoom), and Joseph St. Germain (Zoom)

Staff Present:

Lori Campbell Baker, Kay Galloway, Jennifer Sims, Tangela Boyd, and Sharon Harlow (Zoom)

Public Participation

Suzanne Heddy came before the Committee to discuss the American Express commercial and to thank The Brandon Agency for their hard work over the past five years.

Consent Agenda

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

Steve Farley motioned to approve Consent Agenda items, a-e. Second, by Liz Wittig. The motion passed 11-0.

Executive Report

Lori Campbell Baker reported on the upcoming Community Listening Sessions, Destinations Southeast, and upcoming FAMs.

Tourism Events

Daytona Turkey Run

Jennifer Labonte reported on the 2021 Fall Daytona Turkey Run and the 2022 Spring Daytona Turkey Run. Labonte noted that spectator growth is at its highest level.

CLASH Daytona 2022

Doug O'Donnell, Andre Lapar, and Lyndsey Gilreath presented the \$25,000 tourism funding request for CLASH Daytona 2022. The \$25,000 funding request will go towards event marketing, social media, TV advertising, and tune-in promos.

Following the Committee discussion, Harris entertained a motion to approve the \$25,000 funding request for CLASH Daytona 2022.

Jessica Srodulski motioned to approve the \$25,000 funding request for CLASH Daytona 2022. Second, by Dino Paspalakis. The motion passed 11-0.

The Brandon Agency – Consumer Marketing & Campaign Recap

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

The Zimmerman Agency

Updates

Spencer Gibboney and Amy Shackelford reviewed the "Beach On" campaign photo shoot highlights.

Quarter Two Media Placements

Gibboney then presented the 2022 – 2023 Media Strategy and second quarter (January – March 2023) media placements.

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Following the Committee discussion, Harris entertained a motion to approve the second quarter media spend for \$2,776,056.50.

Dino Paspalakis motioned to approve the second quarter media spend for \$2,776,056.50. Second, by Shelley Sloan. The motion passed 12-0.

Perception Study Results

Joseph St. Germain with Downs & St. Germain Research presented wave one results from the Market Perception Study conducted online from August 3-13, 2022, to 525 potential Daytona Beach visitors.

Mid-Florida Marketing & Research

Evelyn Fine presented the April through June 2022 Quarterly Visitor Profile.

2022/23 Research

Kay Galloway reviewed current research tools and two new tools to aid in researching who comes to the area and what they do while they are here. The new research tools are AirDNA (\$10,800) and Zartico (\$55,000).

Following the Committee discussion, Harris entertained a motion to approve using AirDNA and Zartico for \$65,800.

Dino Paspalakis motioned to approve using AirDNA and Zartico for \$65,800. Second, by Steve Farley. The motion passed 11-0.

Department Updates

Galloway reported the new Districts & Neighborhood pages on DaytonaBeach.com and Tourism Partner Day. Galloway also asked Committee members to submit room availability and events for Biketoberfest@.

New Business

Harris thanked The Brandon Agency for their work over the last five years.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:58 pm.

Submitted by Jennifer Sims, Marketing Systems Manager