

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, October 10, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center, 140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

The Advertising Advisory Committee's workshop was called to order by Liz Wittig at 3:05 p.m., October 10, 2023. Jennifer Sims took attendance, and the following members were present in person: Deana Gammero, Susan Keaveney, Dino Paspalakis, Shelley Sloan, Katherine Thompson, Ana Ventura, and Liz Wittig. Megan Butler, Krista Goodrich, Katrina Guevara, and Aileen Kelleman-Band were absent.

Guests:

Hannah Brockman, Spencer Gibboney, Adam LaRocca, Drew Lewis, Liz Paradise, Cathie Rock, Amy Shackelford, and Natalie Yablon attended via Zoom Video Conferencing Software.

Staff Present:

Lori Campbell Baker, Kay Galloway, Andrew Booth, Brian Bentley, Tangela Boyd, Sharon Harlow, Connor Rand, and Jennifer Sims

Public Participation

None

Executive Report

Lori Campbell Baker reported on Tourism Partner Day, held on October 6, 2023, and the grand openings of Galerie Elan and the south end of Riverfront Esplanade.

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Spencer Gibboney presented a campaign recap and analytics.

Brand Activation Presentation

Liz Paradise and Amy Shackelford presented brand activation ideas for Atlanta during Spring 2024.

Department Updates

Andrew Booth reported on press releases, the upcoming Community Listening Session on November 14, 2023, at the Cici & Hyatt Brown Museum of Art, FAMs, and travel writer and content creator visits.

Linda McMahon was not present. Kay Galloway told the Committee that all Group Sales information could be found in the most recent Group Sales Activity Report.

Galloway reported on Tourism Partner Day, 2023-2024 co-ops, the new MotoPassport on the Biketoberfest® App, event sponsors, Dream Giveaway, and the upcoming Destination Guide.

New Business

None

Adjourn

There being no further business or public participation, the workshop adjourned at 4:45 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager