

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, November 7, 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 Liz Wittig
2. Roll Call Liz Wittig
3. Public Participation
4. »* Consent Agenda Liz Wittig
 - a) Approval of September 12, 2023, Meeting Minutes
 - b) Approval of October 10, 2023, Workshop Minutes
 - c) September 2023 Digital Marketing Report
 - d) September 2023 AirDNA Summary Report
 - e) October 2023 End of Month Social/eNewsletter/Blog Report
 - f) October 2023 Group Sales Activity Report
5. Executive Report Lori Campbell Baker
6. The Zimmerman Agency
 - a) Updates – Amy Shackelford & Spencer Gibboney
 - b) »* Experiential Marketing
7. »* Market Research RFP Lori Campbell Baker
8. Department Updates
 - a) Communications/PR – Andrew Booth
 - b) Group Sales – Linda McMahan
 - c) Marketing – Kay Galloway
9. Adjourn Liz Wittig

UPCOMING MEETING DATES:

December 12, 2023, at 3:00 PM – Workshop

January 9, 2024, 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.