

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, November 7, 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 regular meeting was called to order by Chair Liz Wittig at 3:02 p.m., November 7, 2023. Jennifer Sims took attendance, and the following members were present in person: Krista Goodrich, Susan Keaveney, Dino Paspalakis, Ana Ventura, Sandra Whittington-Boone, and Liz Wittig. Megan Butler, Deana Gammero, Katrina Guevara, Aileen Kelleman-Band, and Shelley Sloan attended via Zoom Video Conferencing Software. Katherine Thompson was absent.

Guests:

Hannah Brockman, Erin Dinkel, Courtney Foste, Spencer Gibboney, Drew Lewis, Isiah Lewis, Jason Piroth, Norm Pytel, David Reichbach, Cathie Rock, Amy Shackelford, Joseph St. Germain, Kimberly Vincent-Cruz, and Natalie Yablon

Staff Present:

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

Public Participation

None

Consent Agenda

Liz Wittig asked if the Committee had any comments or questions on the Consent Agenda, items a-f. Hearing none, she entertained a motion to approve Consent Agenda items a-f.

Motion by Susan Keaveney to approve Consent Agenda items a-f. Second, by Dino Paspalakis. The motion passed 10-0.

Executive Report

Lori Campbell Baker reported that the new Ocean Center Director, Lynn Flanders, will be introduced at the HAAA Board meeting on November 15, 2023.

The Zimmerman Agency – Consumer Marketing & Campaign Recap

Spencer Gibboney presented a campaign recap for consumer advertising, creative updates, and research. Gibboney also gave a recap on Bike Week 2024 advertising efforts.

Experiential Marketing

Jason Piroth presented the two Daytona Beach activation recommendations to the Committee: the “Beach On” Winter Cancelling Truck and the Q’Art Code. The activation will be held in the Atlanta area in early 2024.

Wittig asked if the Committee had any comments or questions on the two Daytona Beach activations. After discussion, she entertained a motion to approve moving forward with the Q’Art Code.

Motion by Ana Venture to approve moving forward with the Q’Art Code. Second, by Susan Keaveney. The motion passed 7-0.

Market Research RFP

Campbell Baker reviewed the three Market Research RFPs received: Downs & St. Germain Research, Destination Analysts (dba Future Partners), and Gray Research Solutions. Downs & St. Germain Research and Destination Analysts (dba Future Partners) have been given the opportunity to resubmit their RFPs to adjust pricing (due November 9, 2023, by 4:00 p.m.).

Wittig asked if the Committee had any comments or questions on Market Research RFPs. After discussion, she entertained a motion to approve narrowing the recommendation to the HAAA Board to two firms, Downs & St. Germain Research and Destination Analysts (dba Future Partners).

Motion by Dino Paspalakis to approve narrowing the recommendation to the HAAA Board to two firms, Downs & St. Germain Research and Destination Analysts (dba Future Partners). Second, by Ana Ventura. The motion passed 7-0.

Department Updates

Andrew Booth reported on the Community Listening Session on November 14, 2023, upcoming festival promotions, press releases, FAMs, and influencer and travel writer visits.

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Linda McMahon is in London for World Travel Market, so Galloway informed the Committee that Group Sales updates were included in their packets.

Kay Galloway reported on the Florida Staycation promotion, Destination Guide sales deadline, holiday videos, and the opening of the new dog-friendly beach. Galloway also asked the Committee if their business had dining available for Thanksgiving, Christmas, or New Year's Eve.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 5:08 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager