

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING
Tuesday, November 9, 2021 • 3:00 PM • Hard Rock Hotel Daytona Beach
918 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: Roxy

The Advertising Advisory Committee's regular meeting was called to order by Chair Josh Harris at 3:02 pm, November 9, 2021. Jennifer Sims took attendance, and the following members were present in person, Katrina Guevara, Josh Harris, Susan Keaveney, Aileen Kelleman-Band, Christos Mavronas, Angela Miniagi, Maria Mojica, Shelley Sloan, Ana Ventura, and Liz Wittig. Deana Gammero attended via Zoom Video Conferencing Software, and Steve Farley and Dino Paspalakis were absent.

Guests:

Patrick Briody, Christie DeAntonio, Norm Pytel, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Jennifer Sims, and Tangela Boyd

Public Participation

None

Consent Agenda

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

Liz Wittig made a motion to approve the Consent Agenda items a-d. Second, by Angela Miniagi. The motion passed 10-0.

Executive Report

Lori Campbell Baker presented the Executive Report. The report covered the area's seven months of recording-breaking revenue, open borders to Canadians, Fall events, and the MMGY survey.

Tourism Events

Savannah Bananas

Patrick Briody presented the \$15,000 tourism event funding request for the Savannah Bananas World Tour. The funding request will include pre-event video production, mass-media advertising, social media, and direct leads advertising.

Following Committee discussion, Guevara suggested supporting the event for \$7,500. Harris asked if there were any other comments, hearing none, he entertained a motion to approve the \$7,500 tourism event funding request for the Savannah Bananas.

Katrina Guevara made a motion to approve the \$7,500 funding request for the Savannah Bananas. Second, by Christos Mavronas. 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, research, and the January through March 2022 Media Plan.

Following the Committee discussion, Harris asked if the Committee had any comments or questions. Harris entertained a motion to approve the January through March 2022 media spend for \$957,270.

Aileen Kelleman-Band made a motion to approve the January through March 2022 media spend for \$957,270. Second, by Liz Wittig. The motion passed 11-0.

Department Updates

Kay Galloway reported on the upcoming Holiday emails covering deals and events, marketing to Canadian travelers, GEICO sponsorship for Biketoberfest®, and the discussion for the upcoming workshop in December: the Agency RFQ and the Bike Week media plan and creative.

Kate Holcomb reported on the September and October 2021 Media Report, the VISIT FLORIDA Adventure FAM (participates from Mexico), the Mural Trail, blogs, new releases, and upcoming events.

Lori Campbell Baker reported on the Group Sales Department's sales initiatives.

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New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:31 pm.

Submitted by Jennifer Sims, Marketing Systems Manager