

## ADVERTISING ADVISORY COMMITTEE WORKSHOP

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Tuesday, December 7, 2021 • 3:00 PM • Daytona Beach International Airport  
700 Catalina Drive, Daytona Beach, FL 32114 Room: Airline Room

### AGENDA

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| 1. Call to Order   | Josh Harris  |
| 2. Roll Call   | Josh Harris  |
| 3. Public Participation  | Josh Harris  |
| 4. Arrivalist Platform Demo – Christie DeAntonio, Andy Kovan, Shelby Selner        | Josh Harris  |
| 5. 2022 Bike Week Media & Creative – Christie DeAntonio, Andy Kovan, Shelby Selner | Josh Harris  |
| 6. Request for Qualifications (RFQ) for Destination Marketing Services             | Kay Galloway |
| 7. Department Update   | Kay Galloway |
| 8. New Business  | Josh Harris  |
| 9. Adjourn   | Josh Harris  |

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### UPCOMING DATES:

January 11, 2022, at 3:00 PM – Meeting  
February 8, 2022, at 3:00 PM – Workshop  
Locations: TBD

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» 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.