

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 12, 2023 • 3:00 PM • Daytona Beach Area CVB
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

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| 1. | Call to Order | Liz Wittig |
| 2. | Roll Call | Liz Wittig |
| 3. | Public Participation | Liz Wittig |
| 4. | The Zimmerman Agency | Liz Wittig |
| | a) Campaign Update | |
| | b) Q'Art Code Update | |
| 5. | Tourism Event Funding Application Review | Liz Wittig |
| 6. | Department Updates | |
| | a) Communications/PR – Andrew Booth | |
| | b) Group Sales – Linda McMahon | |
| | c) Marketing – Kay Galloway | |
| 7. | New Business | Liz Wittig |
| 8. | Adjourn | Liz Wittig |

UPCOMING MEETING DATES:

January 9, 2024 – Meeting

February 13, 2024 - Workshop

Location: Daytona Beach Area CVB

Oceanside Executive Center: 140 South Atlantic Avenue, FL 5, 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.