

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 12, 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 Workshop was called to order by Kay Galloway at 3:01 p.m., December 12, 2023. Jennifer Sims took attendance, and the following members were present in person: Megan Butler, Krista Goodrich, Katrina Guevara, Aileen Kelleman-Band, Dino Paspalakis, Shelley Sloan, and Katherine Thompson. Deana Gammero and Liz Wittig attended via Zoom Video Conferencing Software. Susan Keaveney, Ana Ventura, and Sandra Whittington-Boone were absent.

Guests:

Jonny Magill, Norm Pytel, and Cathie Rock. Hannah Brockman, Spencer Gibboney, Adam LaRocca, Drew Lewis, Liz Paradise, Jason Piroth, and Amy Shackelford attended via Zoom Video Conferencing Software.

Staff Present:

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

Public Participation

None

Department Updates

Andrew Booth reported on travel writer visits, FAMs, press releases, local media interviews and Community Outreach (Community Listening Sessions, Rendezvous, and the Speakers Bureau).

Linda McMahon reported on the campaign refresh by Digital Edge, KPI updates, travel agent training, the Group Sales Activity Report, and updating the Sports Event Funding Application.

Galloway reported on Downs & St. Germain being awarded the Market Research RFP, golf and pickleball paid media efforts, content creator visits and the upcoming Destination Guide.

The Zimmerman Agency

Consumer Marketing & Campaign Recap

Spencer Gibboney presented a campaign recap and analytics.

Brand Activation Presentation

Liz Paradise, Jason Piroth, and Amy Shackelford presented and update on the brand activation for Atlanta during Spring 2024.

Tourism Event Funding Application Review

Galloway reviewed the current and draft versions of the Tourism Event Funding Application. The Committee was asked to review and bring suggestions to the January 2024 meeting.

New Business

None

Adjourn

There being no further business or public participation, the workshop adjourned at 4:26 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager