

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, December 13, 2022 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue, Daytona Beach, FL 32114 – Room: Second Floor Boardroom

The Advertising Advisory Committee's workshop was called to order by Kay Galloway at 3:02 pm, December 13, 2022. Jennifer Sims took attendance, and the following members were present in person: Brittany Farella, Susan Keaveney, Laura Radford, Shelley Sloan, Ana Ventura, and Liz Wittig. Shauna Metz attended via Zoom Video Conferencing Software. Stacey Conte, Steve Farley, Deana Gammero, Katrina Guevara, Josh Harris, Dave Joy, Aileen Kelleman-Band, Maria Mojica, Dino Paspalakis, and Katherine Thompson were absent.

Guests:

Spencer Gibboney, Adam LaRocca, Jason Pirorth, Amy Shackelford, Daniela Velez, and Curtis Zimmerman attended via Zoom Video Conferencing Software.

Staff Present:

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

Public Participation

None

Executive Update

Lori Campbell Baker discussed how the CVB and local partners are handling recovering from Hurricane Nicole.

The Zimmerman Agency

Updates

The Zimmerman Agency reviewed the 30-60-90 campaign, showing advertising used after Hurricane Nicole. The agency also previewed the data dashboard and brand activation ideas.

Department Updates

Communications

Andrew Booth reported on upcoming holiday press releases, the Resident Sentiment Survey, Golf Familiarizations (FAMs), travel writer visits, and Community Listening Sessions.

Group Sales

Campbell Baker reported on Group Sales initiatives, upcoming shows, and how the department is working to replace and retain business after the storm.

Marketing

Kay Galloway reported on Welcome to Rockville, the Bike Week Master Plan and advertising for the event, the need for Speedweeks and Bike Week room availability, and that EdgeSet Media will be developing the new Destination Guide (formerly the Visitors Guide).

New Business

The Committee gave property updates, and Galloway and Connor Rand discussed the new Coffee and Connections.

Adjourn

There being no further business or public participation, the meeting adjourned at 4:18 pm.

Submitted by Jennifer Sims, Marketing Systems Manager