

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, November 10, 2020 • 3:00 PM • Hilton Daytona Beach Oceanfront Resort, Ponce DeLeon Room
100 North Atlantic Avenue, Daytona Beach, FL 32118

The Advertising Advisory Committee's regular meeting was called to order by the Chair Steve Farley at 3:00 PM, November 10, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Dino Paspalakis, and Liz Wittig. Deana Gammero and Theresa Delin attended the meeting through Zoom Video Conferencing, and Lisa Crosby, Josh Harris, and Maria Mojica were absent.

Guests:

Christie DeAntonio, Evelyn Fine (Zoom), Andy Kovan, Shelby Selner, and Spencer Sims

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Linda McMahon (Zoom), and Jennifer Sims

Consent Agenda

Steve Farley 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.

Aileen Kelleman-Band made a motion to approve the Consent Agenda items a-d. Second, by Dino Paspalakis. The motion passed 6-0.

Consumer Advertising

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the Consumer Marketing Plan, Campaign Recap, updated billboard art, and the January and February 2021 Media Plan.

The Consumer Marketing Plan, Campaign Recap, updated billboard art, and the January and February 2021 Media Plan were discussed. After the committee discussion, Farley asked if the Committee had any comments or questions. Members reviewed the three updated billboards, agreeing on option three. Farley entertained a motion to approve the January and February 2021 media spend of \$169,788.

Dino Paspalakis made a motion to approve the January and February 2021 media spend of \$169,788. Second, by Susan Keaveney. The motion passed 6-0.

Department Updates

Galloway reported on upcoming holiday deals, promotions, co-ops, and input on the current Tourism Events Application.

Kate Holcomb reported on COVID-19 and marketing through blogs and eNewsletters safely, news releases that had been picked up by media outlets, and Beach Blast.

Linda McMahon reported on new market-specific messaging, Connect Marketplace, partner spotlights, a recap of the virtual FAM, and the upcoming AAA call with partners.

Public Participation

None

New Business

Galloway reminded the Committee that the next workshop is December 8, 2020, at 3:00 PM. Location TBD.

Adjourn

There being no further business or public participation, the meeting adjourned at 3:53 PM.

Submitted by Jennifer Sims, Marketing Systems Manager