

# ADVERTISING ADVISORY COMMITTEE

Tuesday, July 9, 2019, 3:00 p.m.

Hard Rock Hotel Daytona Beach, 918 N. Atlantic Ave., Daytona Beach, FL 32118

## AGENDA

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|--|--------------------------|
| <b>1. Call to Order</b>                      | <b>Steve Farley</b>      |
| <b>2. Roll Call</b>                          | <b>Christy Zimmerman</b> |
| <b>3. Consent Agenda *</b>                   | <b>Steve Farley</b>      |
| a) Approval of the May 7, 2019 Minutes       |                          |
| b) Simpleview – May 2019                     |                          |
| c) Golf Analytics - May 2019                 |                          |
| d) Mid-Florida Marketing & Research Data     |                          |
| i. May 2019 OCC/ADR Report                   |                          |
| ii. March 2019 Visitors Profile              |                          |
| iii. March 2019 Monthly Report Addendum      |                          |
| iv. March 2019 At-A-Glance report            |                          |
| <b>4. Tourism Events</b>                     | <b>Kay Galloway</b>      |
| a) Symetra Tour Championship                 | <b>Ryan Ronk</b>         |
| b) » Challenge Daytona *                     | <b>Lou Cantin</b>        |
| <b>5. The Brandon Agency</b>                 |                          |
| a) 2018-2019 Campaign Update                 | <b>Andy Kovan</b>        |
| b) » 2019-2020 Media Plan                    | <b>Shelby Selner</b>     |
| <b>6. Market Research</b>                    |                          |
| a) Focus Groups – Nashville & Houston        | <b>Evelyn Fine</b>       |
| ▪ Focus Groups Results – Nashville & Houston |                          |
| <b>7. Website Refresh Update</b>             | <b>Kay Galloway</b>      |
| <b>8. Unfinished Business</b>                | <b>Steve Farley</b>      |
| <b>9. New Business</b>                       | <b>Steve Farley</b>      |
| a) Update Committee List                     |                          |
| <b>10. Public Participation</b>              | <b>Steve Farley</b>      |

- ADJOURN -

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**The next meeting is Tuesday, September 10, 2019 – Time 3:00 p.m. at Residence Inn by Marriott Daytona Beach  
Speedway/Airport, 1725 Richard Petty Blvd. Daytona Beach, FL 32114**

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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.