

# ADVERTISING ADVISORY COMMITTEE

Tuesday, March 5, 2019, 3:00 p.m.

Hilton Daytona Beach Oceanfront Resort, 100 N. Atlantic Ave., Daytona Beach, FL 32118

## AGENDA

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|---------------------------------------------------------------|-------------------|
| 1. Call to Order                                              | Steve Farley      |
| 2. Roll Call                                                  | Christy Zimmerman |
| 3. Approval of Minutes *                                      | Steve Farley      |
| a) January 8, 2019                                            |                   |
| 4. Tourism Events                                             | Kay Galloway      |
| a) >> The City of Daytona Beach Summer Entertainment Series * | John Cameron      |
| b) >> Pro Watercross Tour Stop*                               | AJ Handler        |
| 5. The Brandon Agency                                         |                   |
| a) 2018-2019 Campaign Update                                  | Andy Kovan        |
| b) >> 2018-2019 Media Plan *                                  | Shelby Greene     |
| 6. Unfinished Business                                        | Steve Farley      |
| a) Committee Meeting Locations                                |                   |
| ▪ July 9, September 10, November 12                           |                   |
| 7. New Business                                               | Steve Farley      |
| a) Committee Applications                                     |                   |
| b) Website Refresh                                            | Kay Galloway      |
| 8. Public Participation                                       | Steve Farley      |

- ADJOURN -

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The next meeting is Tuesday, May 7, 2019 – Time 2:00 p.m. at El Caribe Resort & Conference Center,  
2125 S. Atlantic Ave., Daytona Beach, FL 32118

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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.