

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, November 12, 2019 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
located at 126 E. Orange Avenue, Daytona Beach, FL 32114

AGENDA

1. **Call to Order** **Steve Farley**
2. **Roll Call** **Steve Farley**
3. **Consent Agenda *** **Steve Farley**
 - a) Approval of the September 10, 2019 Minutes
 - b) September 2019 Simpleview Analytics
 - c) September 2019 Golf Analytics
 - d) Mid-Florida Marketing & Research Data
 - i. June 2019 Visitors Profile
 - ii. June 2019 At-A-Glance report
 - iii. August 2019 OCC/ADR Report
 - iv. September 2019 Toronto Focus Group Results
4. **Tourism Events - Kay Galloway** **Steve Farley**
 - i. Bike Week Update – Phil Maroney
 - ii. Daytona Beach 1/2 Marathon – Kate Sark
5. **The Brandon Agency – Christie DeAntonio, Andy Kovan & Shelby Selner** **Steve Farley**
 - i. 2018-2019 Campaign Update
 - ii. » * 2019-2020 Consumer Marketing Campaign
6. **Department Update - Kay Galloway**
7. **New Business** **Steve Farley**
8. **Public Participation** **Steve Farley**
9. **Adjourn** **Steve Farley**

The next meeting is Tuesday, January 14, 2019 – Time 3:00 p.m. at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue, Daytona Beach, FL 32114

» 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.