

ADVERTISING ADVISORY COMMITTEE

Tuesday, September 10, 2019, 3:00 p.m.

Residence Inn by Marriott Daytona Beach Speedway/Airport, 1725 Richard Petty Blvd. Daytona Beach, FL 32114

AGENDA

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| 1. Call to Order | Steve Farley |
| 2. Roll Call | Christy Zimmerman |
| 3. Consent Agenda * | Steve Farley |
| a) 2020 Advertising Committee Meeting dates | |
| b) Approval of the July 9, 2019 Minutes | |
| c) July 2019 Simpleview Analytics | |
| d) July 2019 Golf Analytics | |
| e) Mid-Florida Marketing & Research, Inc. Data | |
| i. May 2019 Visitors Profile | |
| ii. May 2019 Monthly Report Addendum | |
| iii. May 2019 At-A-Glance report | |
| 4. Tourism Events | Kay Galloway |
| a) Daytona Turkey Run | Jennifer LaBonte |
| 5. The Brandon Agency | |
| a) 2018-2019 Campaign Update | Andy Kovan |
| b) » *2019-2020 Consumer Media Plan | Shelby Selner |
| 6. Department Update | Kay Galloway |
| a) » *Simpleview Pay-Per-Click Contract | |
| b) Website Update | |
| c) Tourism Partner Day | |
| 7. New Business | Steve Farley |
| 8. Public Participation | Steve Farley |
| 9. Adjourn | Steve Farley |

The next meeting is Tuesday, November 12, 2019 – Time 3:00 p.m. Daytona Regional Chamber (upstairs conference room), 126 East 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.