

**ADVERTISING ADVISORY COMMITTEE**  
**Regular Meeting - Tuesday, July 9, 2019**  
**Hard Rock Hotel Daytona Beach, 918 N. Atlantic Ave., Daytona Beach, FL 32118**

**SUMMARY MINUTES**

These minutes reflect a summarized view of the meeting.

**Committee Present:** Aileen Kelleman-Band, Andrew Wright, Deana Gammero, Jessica Srodulski, Maria Mojica, Steve Farley, Susan Keaveney, Theresa Delin and Tiler Theisen

**Committee Absent:** Shawn Ackerman

**Staff Present:** Lori Campbell Baker, Kay Galloway, Christy Zimmerman, Jennifer Sims and Hope Sarzier

**Others Present:** Christie DeAntonio, Shelby Selner, Andy Kovan, Evelyn Fine, Ryan Ronk, Lou Cantin, Tim Kramer and Vicki Foley

**1. Call to Order**

Steve Farley called the meeting to order at 3:03 p.m.

**2. Roll Call**

Roll call was taken by Christy Zimmerman.

**3. Consent Agenda**

No items on the Consent Agenda were pulled for discussion.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the Consent Agenda.

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**THERESA DELIN MADE A MOTION TO APPROVE THE CONSENT AGENDA. TILER THEISEN SECONDED THE MOTION. MOTION PASSED 9-0.**

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**4. Tourism Events**

**a. Symetra Tour Championship 2019**

Kay Galloway reminded the committee that the \$25,000 for Symetra is part of the annual tourism event budget. Ryan Ronk reported that the 2018 Symetra Tour Championship booked over 700 room nights total, 442 room nights from players, caddies and families while 291 rooms nights were with host housing. HAAA's advertising dollars went towards digital and television media campaigns. As for the 2019 event, which will be held September 28 – October 7, 2019, the \$25,000 advertising dollar support will go towards digital media, Facebook, television with the Golf Channel and regional billboards.

**b. Challenge DAYTONA 2019**

Lou Cantin from Tempo Sports Marketing requested \$15,000 in marketing support for the Challenge DAYTONA Triathlon, a 3-day event occurring December 13-15, 2019. New this year, the Pro Race will be under the lights at Daytona International Speedway.

Cantin reported that the 2018 event hosted 1,534 athletes representing 24 countries and 41 states. The event was successful despite a rain delay. Athletes enjoyed the new venue location and *Triathlete Magazine* said that Challenge DAYTONA Triathlon was the event of the year. Advertising dollars will be used to promote the event through digital and social efforts.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the Challenge DAYTONA Triathlon for \$15,000.

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**SUSAN KEAVENEY MADE A MOTION TO APPROVE THE CHALLENGE DAYTONA TRIATHLON FOR \$15,000. THERESA DELIN SECONDED THE MOTION. MOTION PASSED 9-0.**

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## **5. The Brandon Agency**

### **a. 2018-2019 Campaign Update**

Andy Kovan and Christie DeAntonio presented the 2018-2019 Campaign Update as presented in the attached document.

### **b. 2019-2020 Media Plan**

Shelby Selner presented the 2019-2020 Media Plan as presented in the attached document.

Farley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the 2019-2020 Media Plan for \$3,507,197.

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**JESSICA SRODULSKI MADE A MOTION TO APPROVE THE 2019-2020 MEDIA PLAN FOR \$3,507,197 AS PRESENTED. SUSAN KEAVENEY SECONDED THE MOTION. MOTION PASSED 9-0.**

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## **6. Market Research**

### **a. Focus Groups – Nashville and Houston**

Evelyn Fine reported on the highlights from the Nashville and Houston focus groups held in March, and of the upcoming focus group in Toronto the beginning of August.

Based on finding, Fine stated that most participants start planning 90 days before their trip. They are inclined to plan a trip using recommendations from friends and family as well as social media. They prefer to do their own online research and then book directly with the hotels vs. booking through online travel sites such as Trip Advisor.

The focus groups didn't provide any negative feedback on Daytona Beach. Their comments indicate that while there is still some level of misconception that the destination only caters to college spring breakers and races fans, we are making strides to successfully attract a wider, more diverse audience that is looking for family-friendly beach vacations.

## **7. Website Refresh Update**

Kay Galloway reported that on July 1, 2019, Simpleview gave a presentation showcasing the proposed website design and several internal pages. The CVB provided some input back to Simpleview and will work together to prepare for the end of November launch.

## **8. Unfinished Business**

None

## **9. New Business**

### **a. Updated Committee List**

Andrew Wright informed the committee that this would be his last Advertising Committee Meeting.

Lori Campbell Baker reported the announcement of a big concert "Welcome to Rockville" at Daytona International Speedway Mother's Day weekend May 8-10, 2020.

## **10. Public Participation**

None

Farley asked if there was any public participation, hearing none, he adjourned the meeting at 4:39 p.m.

**Respectfully submitted,  
Christy Zimmerman, Executive Assistant**