

## ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, May 12, 2020 • 2:00 PM • Virtual meeting using Zoom Video Conferencing Software

The regular meeting of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 2:00 PM, May 12, 2020. Jennifer Sims took attendance, and the following members were present, Shawn Ackerman, Theresa Delin, Steve Farley, Deana Gammero, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, and Maria Mojica.

### **Guests:**

Linda Bowers, Robert Burnetti, Carl Brigandi, Christie DeAntonio, Evelyn Fine, Josh Harris, Andy Kovan, Samir Naran, and Shelby Selner

### **Staff Present:**

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Jennifer Sims, Hope Sarzier, Amber White, and Lynn Miles

### **Public Participation**

None

### **Consent Agenda**

Steve Farley asked if the Committee had any comments or questions on the Consent Agenda, items a-c. Hearing none, he entertained a motion to approve Consent Agenda items a-c.

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Shawn Ackerman made a motion to approve the Consent Agenda items a-c. Second, by Maria Mojica. The motion passed 8-0.

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### **Consumer Marketing**

#### **Current Conditions**

Kay Galloway and Shelby Selner updated the Committee on current conditions and presented the Travel Trends report.

#### **Consumer Advertising**

##### **The Brandon Agency - Immediate Response Plan, Relaunch Plan, and 2019-2020 Media Plan**

Christie DeAntonio and Selner presented the Immediate Response Plan, Relaunch Plan, SkyNav 360 analytics, Key Performance Indicator results, and the 2019-2020 Media Plan.

The Relaunch Plan – Phase 2 - cost, timeline, and creative spots were discussed. After committee discussion, Farley asked if the Committee had any comments or questions. Hearing none, he entertained a motion.

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Deana Gammero made a motion to approve the Relaunch Plan – Phase 2 - spend for between \$223,902 and \$530,115. Second, by Susan Keaveney. The motion passed 8-0.

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### **Market Research**

#### **Mid-Florida Marketing & Research, Inc.**

##### **Situation Analysis**

Evelyn Fine reported on the impact of COVID-19 on Daytona Beach tourism and the potential for recovery. Fine presented analytics, conclusions, and recommendations in regard to this study.

### **Department Updates**

Galloway reported on events that have been rescheduled due to current circumstances and their new dates, social media, upcoming marketing opportunities, and co-ops.

Kate Holcomb reported on CVB messaging, webpages on DaytonaBeach.com that can assist partners with COVID-19, and a collaboration with the Daytona Regional Chamber of Commerce called Back in Business Safely.

Amber White and Lynn Miles reported on Group Sales efforts to reschedule business, email marketing, LinkedIn, and the trends they see with virtual site visits.

### **New Business**

Galloway reminded the Committee that the next meeting is June 3, 2020, at 2:00 PM and is a budget workshop.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 3:26 PM.

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Submitted by Jennifer Sims, Marketing Systems Manager