

ADVERTISING ADVISORY COMMITTEE
Regular Meeting - Tuesday, May 7, 2019
El Caribe Resort & Conference Center, 2125 S. Atlantic Ave., Daytona Beach Shores, FL 32118

SUMMARY MINUTES

These minutes reflect a summarized view of the meeting.

Committee Present: Andrew Wright, Aileen Kelleman-Band, Gentry Baumline-Robinson, Maria Mojica, Steve Farley, Susan Keaveney, Jessica Srodulski, Shawn Ackerman, Theresa Cantrell and Tiler Theisen

Committee Absent: Blaine Lansberry

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

Others Present: Christie DeAntonio, Shelby Selner, Andy Kovan, Dino Paspalakis, Carl Brigandi, Linda Bowers and Suzanne Heddy

1. Call to Order

Steve Farley called the meeting to order at 2:00 p.m.

2. Roll Call

Roll call was taken by Christy Zimmerman.

Kay Galloway introduced two new CVB staff to the Advertising Committee; Chuck Grimes, Director of Finance, and Hope Sarzier, Marketing Specialist. Sarzier will be helping the CVB with marketing, communications, and social media.

3. Consent Agenda

Galloway reported that many of the partner and internal reports that are generated by the CVB is information that is valuable for their marketing plans. These reports will be added into the packets under the Consent Agenda.

No items on the Consent Agenda were pulled for discussion.

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

THERESA CANTRELL MADE A MOTION TO APPROVE THE CONSENT AGENDA. TILER THEISEN SECONDED THE MOTION. MOTION PASSED 10-0.

4. Tourism Events

a. Friends of the Bandshell

Galloway reminded the committee that \$15,000 of marketing support for The Friends of the Bandshell is part of the approved annual tourism budget.

Dino Paspalakis presented that this event will continue to be very successful, showcasing a great lineup for the summer audience. Galloway added that The Friends of the Bandshell event page located on DaytonaBeach.com is always in the top five pages viewed. Paspalakis stated that they are partnering with the City of Daytona Beach for their Friday night shows and they also have a great lineup. As always, fireworks are on Saturday nights.

5. Website Refresh

a. Simpleview-Findings Report

Kelly Engle, Constantino Nuzzo, Sabrina Navarro, and Cyndy Neighbors presented Simpleview's Findings Report as presented in the attached document.

6. Market Research

a. Focus Groups – Nashville & Houston

Lori Campbell Baker presented to the committee the two focus group reports from the Nashville and Houston Focus Groups for the committee to review.

7. 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 Planning

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

Galloway reminded the committee that at the next Advertising Committee meeting the 2019-2020 media plan, the marketing plan, and the budget will be presented. The fall media campaign will be rolled out early in August.

8. Unfinished Business

a. Committee Meeting Locations Needed

- July 9, September 10, November 12

Farley asked the committee to please reach out to Christy Zimmerman if they have space available to host one of the meetings.

9. New Business

None

10. Public Participation

Suzanne Heddy asked the committee when would they be asking for input from the other committees on the website refresh. Also, what would the plan be before the prototype presentation?

Galloway stated that there would be a website prototype presentation in which Simpleview will preview the home page and several interior page samples of the refreshed website design. When a date is chosen, all committees and the HAAA Board will be invited to attend the meeting.

Farley asked if there was any public participation, hearing none, he adjourned the meeting at 4:14 p.m.

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