

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

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

The regular meeting of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:00 p.m., November 12, 2019. Attendance was taken by Christy Zimmerman and the following members were present, Aileen Kelleman-Band, Angela Miniagi, Jessica Srodulski, Shawn Ackerman, Steve Farley, Susan Keaveney and Theresa Delin. Deana Gammero and Maria Mojica were absent.

Guests:

Christie DeAntonio, Andy Kovan, Shelby Selner, Phil Maroney, Janet Kersey, Kate Sark and Carl Brigandi

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Christy Zimmerman, Jennifer Sims, Hope Sarzier, Tabitha Nanney and Cindi Lane

Consent Agenda

Steve Farley asked if the Committee or the public had any comments or questions.

Motion by Aileen Kelleman-Band to approve the Consent Agenda items a-d. Second by Shawn Ackerman. Motion passed 7-0.

Tourism Events

Daytona Bike Week

Kay Galloway reminded the board that the \$90,000 for Daytona Bike Week is part of the annual tourism event budget. Phil Maroney, chair of the Daytona Bike Week Committee updated the committee on the Bike Week event and thanked them for their continued commitment.

Daytona Beach ½ Marathon

Galloway reminded the board that the \$25,000 for Daytona Beach ½ Marathon is part of the annual tourism event budget. Kate Sark updated the committee on the event, marketing efforts and thanked them for their continued commitment.

The Brandon Agency 2018-2019 Campaign Recap

Andy Kovan and Shelby Selner presented the campaign update.

2019-2020 Consumer Media Plan

Selner presented the consumer media plan spend for April – June of \$1,554,118 consumer media expenses. Farley asked if the Board or the public had any comments or questions.

Motion by Jessica Srodulski to approve the 2019-2020 Consumer Media Plan of \$1,554,118. Second by Shawn Ackerman. Motion passed 7-0.

Department Updates

Galloway reported that she is exhibiting at the Toronto Women's Show from November 12 -19, 2019. The website refresh is on schedule to launch quietly on November 19, 2019. And after staff completes the 30 day review/punch line, it will officially roll it out in January.

Lori Campbell Baker introduced CVB Executive Operations Coordinator, Tabitha Nanney.

New Business

None

Public Participation

None

Adjourn

There being no further business or public participation the meeting was adjourned at 4:16 p.m.

Submitted by Christy Zimmerman, Executive Assistant