

ADVERTISING ADVISORY COMMITTEE WORKSHOP

Tuesday, August 4, 2020 • 3:00 PM • Hard Rock Hotel Daytona Beach, Roxy Room
918 North Atlantic Avenue, Daytona Beach, FL 32118

The August workshop of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:01 PM, August 4, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Lisa Crosby, Deana Gammero, Susan Keaveney, Aileen Kelleman-Band, and Angela Miniagi. Shawn Ackerman, Theresa Delin, Josh Harris, Maria Mojica, and Dino Paspalakis were absent.

Guests:

Christie DeAntonio, Andy Kovan, Shelby Selner, and Liz Wittig

Staff Present:

Lori Campbell Baker, Kay Galloway, and Jennifer Sims. Kate Holcomb, Linda McMahon, and Hope Sarzier attended via Zoom Video Conferencing Software.

2020-21 Consumer Marketing Campaign

Andy Kovan, Shelby Selner, and Christie DeAntonio presented changes to the August and September media plan, design changes, and campaign results with the Committee. CVB staff and The Brandon Agency answered questions, discussed partner co-op needs, 2020-21 Marketing Plan, and future Committee meeting dates.

Public Participation

None

New Business

Kay Galloway reminded the Committee that the next meeting is September 8, 2020, at 3:00 PM and will be held at the Plaza Resort & Spa in Plaza A.

The 2021 meeting dates were given to the Committee.

Adjourn

There being no further business or public participation, the workshop adjourned at 4:04 PM.

Submitted by Jennifer Sims, Marketing Systems Manager