

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Thursday, January 30, 2020 • 9:00 AM • Daytona Beach Area Convention & Visitors Bureau
Located at 126 East Orange Avenue, Daytona Beach, FL 32114

The regular meeting of the Biketoberfest® Advisory Committee was called to order by the Chair Tom Guest at 9:03 a.m., January 30, 2020. Chair Guest asked the committee to introduce themselves; the following members were present Theresa Doan, Brian Holt, Janet Kersey, Maria Mojica, Will Rossmeyer, and Linda Smiley. Bob Davis, Turner Hymes, Amy Pyle, Shelly Rossmeyer Pepe, and Rick Wainright were absent.

Guests:

Rose Askew, Linda Bowers, Shannon Dembala, Scott Lee, Terri Montgomery, Jennifer Pipes, Denzil Sykes, and Vincent Terry

Staff Present:

Kay Galloway, Lori Campbell Baker, Cindi Lane, Hope Sarzier, and Jennifer Sims

Approval of Minutes

Tom Guest asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion

Motion by Will Rossmeyer to approve the June 26, 2019 minutes. Second, by Brian Holt. The motion passed 7-0.

Biketoberfest® 2019 Recap

Kay Galloway provided a recap of Biketoberfest® 2019.

- Event had three sponsors; GEICO, Daytona Beach Racing & Card Club, and Southern Stone Communications.
- \$51,840.96 was collected in revenue from sponsorships and merchandise agreements.
- The CVB designed an app for Biketoberfest®. App had 3,600 first downloads and 176,000 event counts (equal to nearly 50 clicks per user).
- 7,000 posters and 5,000 pins were distributed during the event. The CVB partnered with the Daytona Beach Racing & Card Club to produce a Collectible Poker Chip.
- Facebook – 290,254 followers; Instagram 3,221 followers.
- REVER app was available for download during the event.
- Press conference was held on October 17 at the Harley-Davidson Thunder Alley Stage at the Daytona International Speedway. Attendance was strong.
- Official Welcome Tent at ONE DAYTONA was open daily from 9:00 a.m. to 5:00 p.m., live broadcasts from WHOG radio were held in the tent, there was an interactive display for social media and sponsor promotion and nearly 1,500 emails were collected.
- The Brandon Agency used Increase Reach Ads, Drive to Website Ads, Lead Generation Ads, and Conversion Ads to get out the Biketoberfest® message.
- The campaign delivered almost 13 million impressions.
- Video pre-roll had a completion rate of 82.5%

Website Traffic Update - There as an 11.7% increase to DaytonaBeach.com, and the event page is consistently in the top 3 pages.

Biketoberfest® 2020 Pre-Planning

Galloway stated the CVB is spending \$90,000 to market Biketoberfest® in 2020. The committee was asked if they had any questions/comments regarding the 2020 event.

- The committee discussed that the applications will now be online instead of being mailed.
- The Bike Week/Biketoberfest® guidelines will be updated; City Commission wants a workshop, then a meeting with the Biketoberfest® Advisory Committee and the Bike Week Task Force, and then finally a public workshop.

New Business

None

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Public Participation

None

Adjourn

There being no further business or public participation, the meeting adjourned at 10:02 a.m.

Submitted by,

Jennifer Sims, Marketing Systems Manager