

ADVERTISING ADVISORY COMMITTEE MEETING

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

AGENDA

1. **Call to Order** **Steve Farley**
2. **Roll Call** **Steve Farley**
3. **Public Participation** **Steve Farley**
4. **Consent Agenda *** **Steve Farley**
 - a) Approval of the March 3, 2020 Minutes
 - b) February and March Simpleview Analytics
 - c) Mid-Florida Marketing & Research Data
 - i. February 2020 OCC/ADR report
 - ii. December 2019 Visitor Profile report
 - iii. December 2019 Monthly Trend report
 - iv. December 2019 At-A-Glance report
5. **Consumer Marketing**
 - a) Current Conditions– Kay Galloway, Scott Brandon, Andy Kovan, Shelby Selner, Christie DeAntonio
 - b) Consumer Advertising Campaign – Scott Brandon, Andy Kovan, Shelby Selner, Christie DeAntonio
 - i. Immediate Response Plan
 - ii. Relaunch Plan *
6. **Research**
 - a) Situation Analysis – Evelyn Fine
7. **Department Updates**
 - a) Marketing & Design - Kay Galloway
 - b) Communications/PR - Kate Holcomb
 - c) Group Sales - Linda McMahon
8. **New Business** **Steve Farley**
9. **Adjourn** **Steve Farley**

NEW - The next meeting will be a BUDGET WORKSHOP on June 3rd, 2020, at 2:00 PM. Meeting location: TBD

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.