

# ADVERTISING ADVISORY COMMITTEE WORKSHOP

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Tuesday, November 5, 2024 • 3:00 PM • Daytona Beach Area CVB  
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

## AGENDA

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| 1. | Call to Order  | Shelley Sloan |
| 2. | Roll Call  | Shelley Sloan |
| 3. | Public Participation   | Shelley Sloan |
| 4. | Executive Report – Lori Campbell Baker                             | Shelley Sloan |
| 5. | The Zimmerman Agency   | Shelley Sloan |
|    | a) Campaign Updates – Amy Shackelford & Spencer Gibboney           |               |
| 6. | Marketing Department Update  | Shelley Sloan |
|    | a) Data Dashboards: Zartico, CoStar, VISIT FLORIDA – Jennifer Sims |               |
|    | b) Department Update – Kay Galloway                                |               |
| 7. | Communications Department Update – Andrew Booth                    | Shelley Sloan |
| 8. | New Business   | Shelley Sloan |
| 9. | Adjourn  | Shelley Sloan |

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### UPCOMING MEETING DATES:

December 10, 2024 – Workshop

January 7, 2025 – Meeting

Location: Daytona Beach Area CVB

140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

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» 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.