

ADVERTISING ADVISORY COMMITTEE REGULAR MEETING

Tuesday, September 8, 2020 • 3:00 PM • The Plaza Resort & Spa, Plaza A
600 North Atlantic Avenue, Daytona Beach, FL 32118

The regular meeting of the Advertising Advisory Committee was called to order by the Chair Steve Farley at 3:02 PM, September 8, 2020. Jennifer Sims took attendance, and the following members were present in person, Steve Farley, Deana Gammero, Susan Keaveney, Aileen Kelleman-Band, Angela Miniagi, Maria Mojica, and Dino Paspalakis. Lisa Crosby and Theresa Delin attended the meeting through Zoom Video Conferencing, and Josh Harris was absent.

Guests:

Bill Christy, Christie DeAntonio, Evelyn Fine (Zoom), Andy Kovan, Shelby Selner, Liz Wittig, and Jillian Wilkins

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Linda McMahon (Zoom), Jennifer Sims, and Hope Sarzier (Zoom)

Consent Agenda

Steve Farley asked if the Committee had any comments or questions on the Consent Agenda, items a-e. Hearing none, he entertained a motion to approve Consent Agenda items a-e.

Dino Paspalakis made a motion to approve the Consent Agenda items a-e. Second, by Angela Miniagi. The motion passed 8-0.

Simpleview

2020-21 Pay Per Click (PPC) Agreement

Kay Galloway reviewed the renewal of the PPC Agreement. Galloway reminded the committee that the current PPC campaign is paused and that the organic search numbers are still holding strong.

Angela Miniagi made a motion to approve the 2020-21 Simpleview Pay Per Click (PPC) Agreement. Second, by Maria Mojica. The motion passed 8-0.

Consumer Advertising

The Brandon Agency – Consumer Marketing & Campaign Recap

Andy Kovan, Shelby Selner, and Christie DeAntonio presented the Consumer Marketing Plan, Campaign Recap, and 2020-2021 Media Plan.

The Consumer Marketing Plan, Campaign Recap, and the 2020-2021 Media Plan were discussed. After committee discussion, Farley asked if the Committee had any comments or questions. Members compared marketing levels and timing for the Miami and Atlanta markets. Farley entertained a motion to approve the total cost of additional media spend through June 2021 for \$96,343, with \$56,320 of the total cost occurring in October through December 2020.

Dino Paspalakis made a motion to approve the total cost of additional media spend through June 2021 for \$96,343, with \$56,320 of the total cost occurring in October through December 2020. Second, by Maria Mojica. The motion passed 8-1 with Keaveney opposing.

Tourism Events

a) Challenge DAYTONA

Bill Christy and Jillian Wilkins came before the committee to request \$7,500 for Challenge DAYTONA. The \$7,500 funding request will go towards marketing the event.

Steve Farley asked if the Committee had any comments or questions. Hearing none, he entertained a motion to approve the \$7,500 funding request for Challenge DAYTONA.

Susan Keaveney made a motion to approve the \$7,500 funding request for Challenge DAYTONA. Second, by Aileen Kelleman-Band. The motion passed 9-0.

Department Updates

Galloway reported on the upcoming Tourism Partner Day to be held on September 25, 2020, and the Fall advertising efforts, including co-ops and deals.

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Kate Holcomb reported on Biketoberfest®, adding events to the website, consumer eNewsletters, blogs, COVID-19, and the upcoming “Work/Learn from Anywhere” extended stay packages campaign.

Linda McMahon reported on the upcoming virtual FAM to be held on September 23, 2020.

Public Participation

None

New Business

Galloway reminded the Committee that the next workshop is October 13, 2020, at 3:00 PM. Location TBD.

Adjourn

There being no further business or public participation, the meeting adjourned at 3:58 PM.

Submitted by Jennifer Sims, Marketing Systems Manager