

ADVERTISING ADVISORY COMMITTEE
Regular Meeting
Tuesday, June 27, 2017
El Caribe Resort & Conference Center

SUMMARY MINUTES

These minutes reflect a summarized view of the meeting.

Presiding: Steve Farley

Committee Present: Joyce Borda, Libby Gallant, Steve Farley, Susan Keaveney, Blaine Lansberry, Maria Mojica, Laura Radford, Helen Riger & Andrew Wright

Committee Absent: Kelly Dispennette, Kate Minnock & Carrie Moore

Staff Present: Lori Campbell Baker, Lisa Bordis, Kay Galloway

Others Present: Pat Abernathy, Elizabeth Gifford, Bernard Fine, Evelyn Fine, Andrea Pair, Rudy Webb & Kathy Wilson

Call to Order

Steve Farley called the meeting to order at 3:00 p.m. Roll call was taken by Lisa Borda.

1. Acceptance of Minutes

Susan Keaveney made the motion to approve the May 3, 2017 - Advertising Committee meeting minutes, seconded by Maria Mojica. Motion passed 8-0.

2. Market Development

A.) Special Events Funding: Kay Galloway asked Pat Abernathy to give the presentation for the Halifax Art Festival, noting the event will be held November 4 & 5, 2017.

1.) Halifax Art Festival: Abernathy, the Publicity Director for the Guild of the Museum of Arts & Sciences, presented a recap of last year's event. She reviewed the 312 surveys filled out during the event, noting the method of how she got to the conservative number of 750 room nights booked. The funding request was for \$7,000 and would be used primarily for TV spots in Tampa and Orlando.

Committee Questions: no questions for Abernathy.

Keaveney made a motion to approve the \$7,000 requested for The Halifax Arts Festival, seconded by Andrew Wright.

Discussion by committee followed. Farley asked Keaveney to restate the motion to reflect the discussion.

Keaveney made a motion to approve the \$7,000 requested for The Halifax Arts Festival, providing they work with the Daytona Beach Area CVB, to insure that the ad placement is on strategy. Seconded by Andrew Wright. Motion passed 8-0.

1. Paradise Advertising

Rudy Webb started by reviewing the Danica Patrick social media performance. In total, the campaign from

January through March had: 4.1M page impressions; 104.7K followers on Facebook & Twitter; 58.8K page interactions and 339.4K Danica views (Facebook, Twitter & YouTube).

April Media Placement

Webb reviewed reports for April 2017, noting April's total spend on all three campaigns (Original American Beach, County Overage & Excess Reserve General). Media spending was \$255,528.89 and impressions were 33,229,270 which resulted in 65,449 clicks and a CTR of .20%. View-Through was 13,685 with a VTR through rate of .04%. Webb reviewed the different ad buys and how they compared to each other.

May Media Placement

Webb then presented reports for May 2017, noting May's total spend on the same three campaigns was \$279,154.61 and impressions were 38,342,326 which resulted in 70,213 clicks and a CTR of .18%. View-Through was 16,143 with a VTR through rate of .04%. Webb also reviewed the different ad buys and how they compared to each other.

Arrivalist

Webb continued by explaining what Arrivalist does and how it reflects our tourism data. This has been on our plan for a while, but has taken time for the ads placed to generate arrivals. Webb answered questions by committee regarding this program.

Media Recommendations

Lori Campbell Baker explained that additional media funding was available through other departments at the CVB and that the County reduced the amount of anticipated bed tax through September. Therefore, \$220,203 was available for marketing. She also noted that \$160,370 was still available in Opportunistic Funds. The CVB asked Paradise to make recommendations of how to best use these funds. Elizabeth Gifford presented these recommendations:

In-State Fall Campaign: The campaign would focus on in-state drive markets from August through September. It would include a sweepstakes component and special fall hotel deals. Total budget would be \$220,203.

Canadian Fall Campaign: The media would target Canadians 55+ from August through September, in the Toronto/Ontario markets. It would include a sweepstakes component and special offers; total budget spend would be \$160,370. Discussion by committee followed. No motion needed by Ad Committee.

2. Market Development

B. Special Events Funding for the Daytona Blues Festival was presented by Galloway since Frank Carbiener could not make the meeting. Event funding request was for \$8,000 for TV advertising. Last year this event was cancelled due to Hurricane Matthew.

Blaine Lansberry made a motion to approve the \$8,000 requested for The Daytona Blues Festival, providing they work with the Daytona Beach Area CVB to insure that the ad placement is on strategy. Seconded by Helen Riger. Motion passed 8-0.

3. Old Business - None

4. New Business

Evelyn Fine noted that she will be compiling a monthly report per Mid-Florida's new contract with HAAA. Fine reviewed the June 2017 report with the committee that included Markets of Opportunity, First Time Visitors and Search Engine Optimization. Discussion by committee followed.

Galloway noted that the Visitors Guide was complete and that this project was a partnership with the Daytona Beach News-Journal. There was no cost to the CVB to produce and it is also available in digital format online.

5. Public Participation - none

Farley called meeting to close at 4:04 p.m.

Respectfully submitted,

Sharon Bernhard

Sharon Bernhard
Marketing/Tourism Events Coordinator

DRAFT