

ADVERTISING ADVISORY COMMITTEE

Friday, September 22, 2017

2:30 PM

International Motorsports Center

AGENDA

- | | |
|---|--|
| 1. Call to Order | Steve Farley |
| 2. Roll Call | Sharon Bernhard |
| 3. Approval of Minutes **
June 27, 2017 | Steve Farley |
| 4. Paradise Advertising
A.) Social and Media Update
B.) Analytics/Proof of Performance/Arrivalist | Elizabeth Gifford |
| 5. The Brandon Agency
A.) Strategy & Media Overview
B.) Creative Concepts | Scott Brandon |
| 6. Market Development
A.) Funding Request:
1.) Daytona Turkey Run
2.) December to Remember Holiday Festival ** | Kay Galloway
Kay Galloway
John Cameron |
| 7. Old Business | Steve Farley |
| 8. New Business | Steve Farley |
| 9. Public Participation | Steve Farley |

- ADJOURN -

Next meeting: November 8, 2017 @ 3:00PM - Place: TBD

**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.