

SPORTS ADVISORY COMMITTEE MEETING

Tuesday, January 14, 2020 • 10:00 AM • Daytona Beach Area Convention & Visitors Bureau
located at 126 E. Orange Avenue, Daytona Beach, FL 32114

AGENDA

1. **Call to Order** **John Phillips**
2. **Roll Call** **John Phillips**
3. **Consent Agenda *** **John Phillips**
 - a) Approval of the August 20, 2019 Minutes
 - b) Sales Activity August 2019 to current
4. **New Partner Introductions**
5. **Presentations**
 - a) Daytona International Speedway - Regan Hansen
 - b) Pickleball Daytona – Rainer Martens
6. **Website Update**
 - a) Social Media Update
 - b) Calendar of Events
7. **Facility Update**
8. **Upcoming shows** – Brandon Little
 - a) Chicago Sales Mission
 - b) ACES/Sports Exchange/Sales Mission
9. **New Business:** **John Phillips**
 - a) *ESportsTravel Summit RFP Review for recommendation
 - b) Increased expenses
10. **Market Research & Data Reports** – Linda McMahon
 - a) Mid-Florida Marketing & Research Inc.
 - i. October 2019 OCC/ADR report
 - ii. September 2019 Visitor Profile report
 - iii. September 2019 Monthly Trend report
 - iv. September 2019 At-A-Glance report
 - b) November 2019 Simpleview Analytics
 - c) November 2019 Golf Analytics
11. **Public Participation** **John Phillips**
12. **Adjourn** **John Phillips**

**The next meeting is TBD April 2020 at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue,
Daytona Beach, FL 32114**

» 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.