

# TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

Monday, January 20, 2020 • 3:30 PM • Daytona Beach Area Convention & Visitors Bureau  
126 East Orange Avenue Daytona Beach, FL 32114

The Tour & Travel Advisory Committee Meeting was called to order by the Chair Linda Bowers at 3:32 pm, Monday, January 20, 2020. Attendance was taken by Amber White and the following members were present Linda Bowers, Robin Camacho and Barbara Kopala. Sarah Rasheid, Janice Griffin and Kenneth Berthiamue were absent.

**Staff Present:** Lori Campbell Baker, Linda McMahon, Leda Beever, Amber White, Brandon Little and Chantelle Bravo

**Guests:** John Brinkley, Frank Gromley, Sandra Boone, Kevin Arcieri, Bob Hawes, Kimberly Gonzalez, Melissa Balbach, Kaitlyn Jones, Casey Cheek, Wendy Dorman

## Welcome & Introduction

Linda Bowers called the meeting to order.

## Consent Agenda\*

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**The consent agenda was not voted on due to a quorum, not present. Items moved to the next scheduled meeting.**

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## Presentation

### Veterans Museum & Education Center

John Brinkley briefed the committee on the Veterans Museum & Education Center located on Beach Street in Daytona Beach. First Tuesday of every month they host a guest speaker that is open to the public. The museum is open 1pm-4pm Tuesday through Saturday.

### Ocean Walk Art Gallery

Frank Gromley briefed the committee that the Ocean Walk Art Gallery is a community-based organization that features contemporary art by artist from all over and the gallery is located at Granada Plaza in Ormond Beach. The gallery is a center for art, education and conservation education. Gromley mentioned that they run shuttles from The Villages to their gallery, where visitors can enjoy art, go to a restaurant and enjoy the beach.

## Website Update

Easy to read and engaging. Customizing pick a language to view content in German, Spanish, and Portuguese. Clients want new destinations.

## Upcoming Sales Activities

Linda McMahon and Leda Beever briefed the committee on the following upcoming sales activities: Florida Huddle, Connect Travel, Maryland Motorcoach Association, Canada Road Show through VISIT FLORIDA and RTO Summit East.

## New Business

McMahon gave the committee an update from HAT Marketing regarding UK media and publications. Publications examples were provided in the committee packet.

## Market Research & Data Reports

In the committee packet, reports on occupancy, average daily rate and other consumer reports were given to the committee members to review the most recent analytics.

## Public Participation

Sandra Boone thinks, at some point, the destination needs to come together to talk about OCC/ADR and how we are competing against each other rather than working together as a community.

## Adjourn

There being no further business or public participation the meeting was adjourned at 4:32 p.m.

Submitted by Chantelle Bravo, Group Sales Coordinator