

MEETINGS ADVISORY Committee Meeting
Thursday, January 24, 2019
Daytona Beach Area CVB

AGENDA

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| I. | Welcome & Introductions | Linda Bowers, Chair |
| II. | Tanger Outlets | Sarah Rasheid |
| III. | Minutes Review- October 11, 2018 | Linda Bowers, Chair |
| IV. | Past Shows Update | Linda McMahan and Sales Team |
| V. | Upcoming Shows | Linda McMahan and Sales Team |
| VI. | Upcoming Host Show | Linda McMahan |
| VII. | Meetings & Conventions Video | Linda McMahan |
| VIII. | Public Participation | |

- ADJOURN -

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.

GOAL:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.