

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

AGENDA MINUTES

Committee Members Present:

Robin Camacho, Jenean Chavey, Efrain Vargas, Linda Bowers, Patty Alsobrook, Janice Griffin, Chris Capozzi, Michelle Waddell, and Kelly Kinney

Committee Members Absent:

Jim Berkley, Kathy Masterson, Nancy Guran, and Wendy Dorman

Guests:

Patrick Blankenship (Ocean Center), Sarah Rasheid (Tanger Outlets), and Katie (Candies Coachworks)

Staff:

Lori Campbell Baker, Linda McMahon, Lynn Miles, Sam Pollack, Tara Hamburger, Amber White, and Tatiana Carr

I. Welcome & Introductions

Linda Bowers, Chair

- Jim Berkley was not in attendance
- Linda Bowers was the acting chair for the Meetings & Conventions Committee Meeting
- Linda Bowers calls the meeting to order on Thursday, January 24, 2019 at the Hilton Daytona Beach Oceanfront Resort
- Brief introduction of who you are and where you represent

II. Tanger Outlets

Sarah Rasheid

- Sarah Rasheid is the General Manager at the Tanger Outlets
- Tanger Outlets has helped establish a new traffic pattern
- Tanger Outlets has new events that will kick off in April
- Tanger Outlets goal is to continue to build the community
- Support partners and groups

***Not on the agenda: Katie from Candies Coachworks speaks to the committee**

- DO Shuttle and DOTS have merged
- DOTS is no longer doing airport shuttle transfers
- Candies is now offering airport transportation from 1 to 100 people
- Reach out to Katie if you need any assistance with transportation

III. Minutes Review- October 11, 2018

Linda Bowers, Chair

- Jenean Chavey makes a motion to approve the minutes from the October 11, 2018 committee meeting

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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.

- Efrain Vargas seconds the motion to approve the minutes from the October 11, 2018 committee meeting

IV. Past Shows Update

Linda McMahon and Sales Team

- **Sam: HPN Global, SPIN, FSAE December/January activities**
 - **HPN Global- Hospitality Performance Network**
 - First time Sam has attended
 - Great show
 - Sam received 2 RFP's that have been distributed
 - **SPIN- Senior Professional Industry Network**
 - First time Sam has attended
 - Next year it will be in November
 - **FSAE December/ January activities**
 - December dinner with 25 clients and 6 partners at The Edison
 - Hosted the lunch at the annual FSAE holiday luncheon
 - January CVB hosted the FSAE roundtable
 - Sam looks forward to this calendar year to do more events in Tallahassee as well as try to get them to the Daytona Beach area
 - Partners who attended the December event and January roundtable agreed that the events were very well done
- **Lynn: Connect Faith, CMP Conclave, Florida Encounter, Expo Expo**
 - **Connect Faith**
 - The Ocean Center and the Hilton Daytona Beach Oceanfront Resort attended Connect Faith with Lynn
 - Lynn is working on leads to send out
 - Client event on the free night with other smaller CVB's; 32 planners attended
 - The show will be in Grand Rapids, Michigan in October this year
 - **CMP Conclave**
 - Networking and educational event
 - 500 CMP's (Certified Meeting Planners) attended
 - Lynn attends this show every year
 - **Florida Encounter**
 - Multiple partners attended
 - Daytona Beach took over an entire row
 - CVB sponsored the closing night event
 - Lynn is still working on leads, site visits, and booking business
 - **Expo Expo**
 - International Association of Exhibitions and Events (IAEE)
 - Movers and shakers of the industry
 - Quality sessions and quality education
- **Tara: NASC Mid-Market Segment, US Sports Congress, NAIA**
 - **NASC Mid-Market Segment**
 - National Association of Sports Commissioners
 - Educational/ Seminars

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- Sports Commissioners come together and discuss their destination as well as ideas
- **US Sports Congress**
 - Daytona Beach hosted in December
 - Tara coordinated a Sports Panel after the event
- **NAIA**
 - Last year Daytona Beach will host the event (football)
 - Great event

V. Upcoming Shows

Linda McMahon and Sales Team

- **Lynn**
 - **RCMA Emerge: January 28-31, 2019, Greensboro, NC**
 - 7 partners are attending RCMA with Lynn
 - Appointment based show
 - Sponsoring headshot lounge
 - Lynn will attend sessions that will go towards her CMP
 - **Destination Showcase: February 13, 2019, Washington D.C.**
 - Patrick Blankenship from the Ocean Center will be attending with Lynn
 - Hosting a planner luncheon at the Old Ebbitt Grill
 - 20 planners to attend
 - Lynn is excited to go back to this show
 - **Plan Your Meeting: February 28, 2019, Atlanta, GA**
 - Plan Your Meetings is now under MPI
 - No appointments
 - 100 planners to attend
 - **MPI Tech Summit: March 19-20, 2019, Atlanta, GA**
 - Atlanta Sales Mission
 - Patrick Blankenship from the Ocean Center will be attending with Lynn
 - CVB/ Ocean Center to sponsor at the MPI Tech Summit
 - Lynn has reached out to the Kellen Company to cater lunch and do a presentation the day before the Tech Summit
 - **MPI North Florida Global Industry Day (fairshare opportunity): April 4, 2019, Jacksonville, FL**
 - CVB to sponsor table of 10
 - MPI is expecting double the crowds from last year
 - Same event to take place in Orlando
 - **Christian Meetings & Conventions Association: April 15-17, 2019, Greenville, SC**
 - 5 partners to attend CMCA with Lynn
 - Not appointment based but reverse trade show
 - CVB/ Ocean Center sponsorship
- **Linda:**
 - **IPEC: February 3-5, 2019, San Antonio, TX**
 - Independent Planner Education Conference
 - The Shores and Ocean Center will be attending with Linda
 - Good show for building relationships

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- CVB is sponsoring the registration
 - **HelmsBriscoe: February 20-21, 2019, Atlanta, GA- Linda and Sam will be attending**
 - HelmsBriscoe is holding a regional conference
 - Conference is 2 days
 - Associates will be from Maine to Miami
 - First time Sam will be attending
 - This event could help with the HelmsBriscoe Annual Conference
- **Sam:**
 - **YMRC (fairshare opportunity): February 17-20, 2019, Myrtle Beach, SC**
 - Your Military Reunion Connection
 - The show is currently sold out
 - Sam has received a lot of business from this show
 - Sam would love to host YMRC
 - **Rendezvous South (fairshare opportunity): March 11-13, 2019, Woodlands, TX**
 - Daytona Beach hosted the show last year
 - CVB may sponsor a breakfast
 - Received 2 RFP's last year
 - 5 partners attended last year; Sam would like 3-4 partners to attend this year
 - **Connect Diversity: March 18-20, 2019, Birmingham, AL**
 - Great opportunity to get in front of this market
 - Sam will see some of the same planners at Connect Marketplace later in the year
 - **MPI Orlando Global Meetings Industry Day (fairshare opportunity): April 4, 2019, Orlando, FL**
 - Partners can choose between Tampa or Orlando
 - Fairshare will be sent out to partners
- **Tara:**
 - **ACES: April 15-16, 2019, Colorado Springs, CO**
 - Tara will not be traveling until April
 - 20 members of the concierge program

VI. Upcoming Host Show

Linda McMahon

- **Southeast Tourism Society: March 19-21, 2019**
 - Daytona International Speedway Reception
 - CVB looking for partners to volunteer

VII. Meetings & Conventions Video

Linda McMahon

- Committee members watched the new Meetings & Conventions by The Brandon Agency
- Committee members watched the video from Florida Huddle 2019

Not on the agenda: Michelle Waddell brought up doing a May Tallahassee event

- Partners would like to host an event in May before anyone else can
- CVB will look into dates to schedule a meeting next week
- Fairshare opportunity

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- Sam thinks it is a great idea; it will probably be the last time in Tallahassee until FSAE in July

VIII. Public Participation

- ADJOURN -

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