

**SPORTS ADVISORY Committee Meeting
Wednesday, January 30, 2019
Daytona Beach Area CVB**

AGENDA

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|--------------|---|-----------------------------|
| I. | Welcome & Introduction | John Phillips, Chair |
| II. | Candies Coachworks | Katie |
| III. | Miami Bar & Grill | Trish Mucciolo |
| IV. | Minutes Review- October 11, 2018 | John Phillips |
| V. | Past Shows Update <ul style="list-style-type: none">• NASC Mid-Market Segment• NAIA | Tara Hamburger |
| VI. | Upcoming Shows <ul style="list-style-type: none">• ACES<ul style="list-style-type: none">○ April 15-16, 2019, Colorado Springs, CO | Tara Hamburger |
| VII. | US Sports Congress <ul style="list-style-type: none">• Sports Panel Discussion• Committee | John Phillips |
| VIII. | Facilities Update | John Phillips |
| IX. | Sports Video | Linda McMahon |
| X. | Public Participation | |
| XI. | Optional Tour of Embry-Riddle Facilities | John Phillips |

- 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.