

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

**AGENDA MINUTES**

**Committee Members Present:**

William Dunne, Lary Beal, Wendy Dorman, Dean O'Brien, Sandra Whittington-Boone, Janice Griffin, Mike Sandler, Jim Jaworski, Mike McKercher, Efrain Vargas, John Phillips, and Terry Johnson

**Committee Members Absent:**

Jennifer Sisk, Joseph Chirillo, Karen Szemborski, Kate Minnock, Lyndsey Gilreath, and Nancy Guran,

**Guests:**

Tom Kelly (Florida Tennis Center), Kimberly Tomlinson (Daytona Beach Resort & Conference Center), and Trish Mucciolo (Miami Bar & Grill)

**Staff:**

Lori Campbell Baker, Linda McMahon, Tara Hamburger, Amber White, and Tatiana Carr

**I. Welcome & Introduction**

**John Phillips, Chair**

- John Philips calls the meeting to order on Wednesday, January 30, 2019 at Embry Riddle Aeronautical University- Baseball/Softball clubhouse
- Brief introduction of who you are and where you represent

**II. Candies Coachworks**

**Katie**

- 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. Miami Bar & Grill**

**Trish Mucciolo**

- Trish Mucciolo is the at Miami Bar & Grill
- Location will be at ONE DAYTONA across from Gametime
- Miami Bar & Grill will open sometime in March
- Trish is very excited to be back in Daytona Beach

**IV. Minutes Review- October 11, 2018**

**John Phillips**

- **Revisions to be made to the minutes from October 11, 2018**

**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.

- **Committee will approve minutes at the next Sports Committee Meeting**

#### V. Past Shows Update

Tara Hamburger

- **NASC Mid-Market Segment**
  - National Association of Sports Commissioners
  - Educational/ Seminars
  - Sports Commissioners come together and discuss their destination as well as ideas
- **NAIA**
  - Last year Daytona Beach will host the event (football)
  - Tara looks forward to hosting future championships
  - Great event

#### VI. Upcoming Shows

Tara Hamburger

- **ACES/ Sports Exchange**
  - **April 15-16, 2019, Colorado Springs, CO**
  - Tara will also do a sales mission while in Colorado Springs
  - She will not be traveling until April

#### VII. US Sports Congress

John Phillips

- Daytona Beach hosted US Sports Congress in December
- **Sports Panel Discussion**
  - Sports Panel Discussion was held at The Hard Rock Daytona Beach
  - John Phillips was the moderator for the focus group
  - 5 industry leaders participated on the panel
    - Mike Chandler, CEO/ Founder, Altitude Event Consulting
    - Byron Hicks, Manager of Events, USA Ultimate
    - Rick Mack, CEO, ACES Association of Chief Executives
    - Lou Mengsol, US Sports Congress
    - Kevin B. Smith, Founder & Managing Director, OnPoint Sports Strategies, LLC
- **Committee**
  - Sports rebrand
  - The Sports Committee focus will shift to focus more on facilities

#### VIII. Facilities Update

John Phillips

- Sports committee members would like social media solely for Sports
- Committee discussed where we need to be and what direction we would like to go in
- Calendar that committee members can input all of their events and share it internally
- Dean O'Brien suggested an electronic billboard to display different events
- Future discussion on what can be done for the sports industry

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**IX. Sports Video**

**Linda McMahon**

- Committee members watched the full Sports video and the 30 second video by The Brandon Agency
- Received great feedback from committee members

**X. Public Participation**

**XI. Optional Tour of Embry-Riddle Facilities**

**John Phillips**

- John Phillips offered to give a tour of the Embry-Riddle facilities to committee members

**- ADJOURN -**

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