

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
MEETINGS & CONVENTIONS COMMITTEE MEETING**

Monday, February 14, 2022 • 3:00 PM • The DAYTONA Autograph Collection Hotel • Room: Echelon
1870 Victory Circle, Daytona Beach, FL 32114

AGENDA

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| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. Welcome and Introductions | Jim Berkley |
| 5. Consent Agenda * | Jim Berkley |
| a) Approval of the October 20, 2021 Meeting Minutes | |
| b) Approval of the December 3, 2021 Workshop Minutes | |
| 6. Update: Simpleview Audit/Roadmap | Jim Berkley |
| 7. Digital Edge FY 2021 - 2022 Program of Work | Jim Berkley |
| 8. Travel Schedule FY 2021 - 2022 | Jim Berkley |
| 9. New Business | Jim Berkley |
| 10. Adjourn | Jim Berkley |

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

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.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.