

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE MEETING**

Monday, February 14, 2022 • 10:00 AM • The DAYTONA Autograph Collection Hotel • Room: Echelon
1870 Victory Circle, Daytona Beach, FL 32114

AGENDA

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| 1. Call to Order | Linda McMahon |
| 2. Roll Call | Linda McMahon |
| 3. Public Participation | Linda McMahon |
| 4. Welcome and Introductions | Linda McMahon |
| 5. Consent Agenda * | Linda McMahon |
| a) Approval of the February 24, 2021 Meeting Minutes | |
| b) Approval of the May 27, 2021 Workshop Minutes | |
| c) Approval of the October, 20, 2021 Meeting Minutes | |
| d) VISIT FLORIDA Summer Appreciation Event co-op sponsorship | |
| 6. Presentation: | Linda McMahon |
| a) HAT Marketing – Kevin Brett | |
| 7. CVB Update: | Linda McMahon |
| a) Canada | |
| b) FAM | |
| 8. Travel Schedule 2021-22 Fiscal Year | Linda McMahon |
| 9. Partner Update | Linda McMahon |
| 10. New Business | Linda McMahon |
| 11. Adjourn | Linda McMahon |

» 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.