

TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

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

The Tour & Travel Advisory Committee's regular meeting was called to order by Chair Linda McMahon at 10:02 a.m., February 14, 2022. Amber White took attendance, and the following members were present in person, Barbara Kopala, Robin Camacho, Janice Griffin, Ana Ventura, Dallas Elwell, Lucinda Gaudio, Wendy Dorman, Jaime Morris, and Maria Maillo. Jon McMillian, Stephanie Koven, and Danielle Wannemacher were absent.

Guests:

Kevin Brett (Zoom), Sarah Hanson (Zoom), Margaret Henriksson (Zoom), Laura Radford and Tee Mathews

Staff Present:

Linda McMahon, Amber White, Lori Campbell Baker, Connor Rand, and Tangela Boyd (Zoom)

Public Participation

None

Consent Agenda

McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a-d.

Motion by Robin Camacho to approve the Consent Agenda items. Seconded by Janice Griffin. Motion passed 9-0

Presentation

Kevin Brett, Sarah Hanson, and Margaret Henriksson with HAT Marketing (DBACVB UK representation) updated the committee on the following: UK and Ireland 2021-2022 activity to include World Travel Market (WTM), marketing, trainings, industry tradeshows attended, and media coverage.

CVB Update

Canada

McMahon updated that the DBACVB will be participating in a VISIT FLORIDA co-op. McMahon opens the floor to committee for input for trends they are seeing.

FAM

McMahon stated that the DBACVB would like to host a FAM pre or post International Pow Wow (IPW). In addition to a FAM, the DBACVB would like to host operators from Orlando for day visits.

Travel Schedule 2021-22 Fiscal Year

McMahon briefed the committee on the 2021-22 travel schedule.

Partner Update

Committee and public present provided updates on their organization.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 11:05 a.m..

Submitted by Amber White, Strategic Conference and Sports Services