

MEETINGS AND CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

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

The Meetings and Conventions Advisory Committee's regular meeting was called to order by Linda McMahon at 3:06 p.m., Monday, February 14, 2022. Amber White took attendance, and the following members were present in person, Robin Camacho, Efrain Vargas, Kathy Masterson, Linda Bowers, Nancy Guran, and Shelley Sloan. Jim Berkley, Lisa Crosby, and Patrick Blankenship were absent.

Guests:

Laura Radford, Tee Mathews, Mike Sandler, and Aaron Nissen (Zoom)

Staff Present:

Lori Campbell Baker, Linda McMahon, Sam Pollack, Brandon Little, Tangela Boyd (Zoom), Kay Galloway (Zoom), Connor Rand, Jennifer Sims, and Amber White

Public Participation

None

Consent Agenda

McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a-b. Hearing none, he entertained a motion to approve Consent Agenda items a-b.

Linda Bowers made a motion to approve the Consent Agenda items a-b. Second, by Kathy Masterson. The motion passed 6-0.

Update: Simpleview Audit/Roadmap

Aaron Nissen, Director of Digital Strategy at Simpleview presented his findings to the committee by showing DBACVB strengths, weaknesses, opportunities, and threats. Nissen, shared recommendations on how better to improve our CRM data, website redesign/improvements, content strategy, social media, and paid media.

Digital Edge FY 2021-2022 Program of Work

McMahon provided the committee with a timeline and program of work from January – September 2022.

Travel Schedule: 2021-2022 Fiscal Year

McMahon, Pollack, and Little updated the committee on past and upcoming tradeshow for the 2021-2022 fiscal year.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:10 p.m..

Submitted by Amber White, Strategic Conference and Sports Services