

## SPORTS ADVISORY COMMITTEE MINUTES

Monday, February 14, 2022 • 2:00 PM • The DAYTONA Autograph Collection Hotel  
1870 Victory Circle, Daytona Beach, FL 32114 – Room: Echelon

The Sports Advisory Committee's regular meeting was called to order by Chair John Phillips at 2:01 p.m., Monday, February 14, 2022. Amber White took attendance, and the following members were present in person, John Phillips, Barbara Kopala, Efrain Vargas, Janice Griffin, Jim Jaworski, John Cameron, Jennifer Sisk, Mike Sandler, Nancy Guran, Lary Beal (Zoom), Wendy Dorman, and Gary Grumoli. David Ray, John McMillian, and Megan Butler were absent.

### **Guests:**

Linda Bowers, Robin Camacho, Laura Radford, Stewart Bloomberg, Jeff Vandiver, and Rebecca Moore

### **Staff Present:**

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

### **Public Participation**

None

### **Consent Agenda**

Phillips asked if the Committee had any comments or questions on the Consent Agenda, item a. Hearing none, he entertained a motion to approve Consent Agenda item a.

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Nancy Guran made a motion to approve the Consent Agenda item a. Second, by Efrain Vargas. The motion passed 10-0.

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### **Social Media Update and Website/Marketing Strategy**

Little updated the committee on where the DBACVB is currently with sports marketing. Committee had feedback and Little stated that the DBACVB will be working with Digital Edge to collaborate with DBACVB marketing team efforts.

### **Travel Schedule: 2021-2022 Fiscal Year**

Little briefed the committee on past and upcoming tradeshow.

### **New Business**

Committee members provided updates on renovations and upcoming events.

### **Adjourn**

There being no further business or public participation, the meeting adjourned at 2:45 p.m..

Submitted by Amber White, Strategic Conference and Sports Services