

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

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Wednesday, February 24, 2021 • 2:30 PM • Ocean Center Room: 203ABC  
101 North Atlantic Avenue, Daytona Beach, FL 32118

**AGENDA**

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| <b>1. Call to Order</b>                            | <b>Jim Berkley</b> |
| <b>2. Roll Call</b>                                | <b>Jim Berkley</b> |
| <b>3. Public Participation</b>                     | <b>Jim Berkley</b> |
| <b>4. Welcome and Introductions</b>                | <b>Jim Berkley</b> |
| <b>5. Consent Agenda *</b>                         | <b>Jim Berkley</b> |
| <b>a) Approval of the December 3, 2020 Minutes</b> |                    |
| <b>6. Presentation:</b>                            | <b>Jim Berkley</b> |
| <b>a) Joyride - Danielle Wannemacher</b>           |                    |
| <b>b) Tanger Outlets - Jaime Morris</b>            |                    |
| <b>7. Survey</b>                                   | <b>Jim Berkley</b> |
| <b>8. Citywide Initiatives</b>                     | <b>Jim Berkley</b> |
| <b>9. Travel Schedule: April-September 2021</b>    | <b>Jim Berkley</b> |
| <b>10. Advertising</b>                             | <b>Jim Berkley</b> |
| <b>11. New Business</b>                            | <b>Jim Berkley</b> |
| <b>12. Adjourn</b>                                 | <b>Jim Berkley</b> |

» 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.