DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
SPORTS ADVISORY COMMITTEE MEETING

Wednesday, February 24, 2021 • 1:00 PM • Ocean Center Room: 203ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

1. Call to Order
   John Phillips
2. Roll Call
   John Phillips
3. Public Participation
   John Phillips
4. Welcome and Introductions
   John Phillips
5. Consent Agenda *
   a) Approval of the December 10, 2020 Minutes
   John Phillips
6. Facility Updates
   John Phillips
7. Travel Schedule: April-September 2021
   John Phillips
8. New Business
   John Phillips
9. Adjourn
   John Phillips

* 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.