

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE MEETING**

Wednesday, February 24, 2021 • 4:00 PM • Ocean Center Room: 203ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

- | | |
|---|---------------------|
| 1. Call to Order | Linda Bowers |
| 2. Roll Call | Linda Bowers |
| 3. Public Participation | Linda Bowers |
| 4. Welcome and Introductions | Linda Bowers |
| 5. Consent Agenda * | Linda Bowers |
| a) Approval of the December 10, 2020 Minutes | |
| 6. Presentation: | Linda Bowers |
| a) Joyride - Danielle Wannemacher | |
| 7. Update: | Linda Bowers |
| a) Florida Huddle | |
| b) Advisory Committee | |
| 8. New Business | Linda Bowers |
| 9. Adjourn | Linda Bowers |

» 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.