

**TOUR AND TRAVEL ADVISORY Committee Meeting  
Tuesday, April, 16 2019  
Daytona Beach Area CVB**

**AGENDA**

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|---|----------------------------------|
| <b>I. Welcome &amp; Introduction</b>  | <b>Linda Bowers, Chair</b>       |
| <b>II. Minutes Review</b> <ul style="list-style-type: none"><li>• <b>October 4, 2018 Minutes</b></li><li>• <b>January 23, 2019 Minutes</b></li></ul>                                  | <b>Linda Bowers, Chair</b>       |
| <b>III. Past Shows</b> <ul style="list-style-type: none"><li>• <b>American Bus Association</b></li><li>• <b>Maryland Motorcoach Association</b></li></ul>                             | <b>Linda McMahon/Leda Beever</b> |
| <b>IV. Upcoming Shows (May-June)</b> <ul style="list-style-type: none"><li>• <b>RTO Summit East</b></li><li>• <b>International Pow Wow (IPW)</b></li><li>• <b>IAGTO NAC</b></li></ul> | <b>Linda McMahon/Leda Beever</b> |
| <b>V. Website Review</b>  | <b>Linda McMahon</b>             |
| <b>VI. 19/20 Fiscal Year Travel &amp; Promo Schedule</b>  | <b>Linda McMahon</b>             |
| <b>VII. Save the Date- Budget Workshop on May 23, 2019</b>  | <b>Linda McMahon</b>             |
| <b>VIII. Public Participation</b>   |                                  |

**- ADJOURN -**

**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.

**GOAL:**

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.