

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

**AGENDA MINUTES**

**Committee Members Present:**

Linda Bowers, Andre Wright, Brandon Little, Claire Molinari, Robin Camacho, and Sara Brandel

**Committee Members Absent:**

Barbara Kopala, Carene Darcy, Jenean Chavey, and Kenneth Berthiaume

**Guests:**

Efrain Vargas

**Staff:**

Lori Campbell Baker, Linda McMahon, Leda Beever, Amber White, Tatiana Carr, and Hope Sarzier

**I. Welcome & Introduction**

**Linda Bowers, Chair**

- Linda Bowers calls the meeting to order on Tuesday, April 16, 2019 at the Daytona Beach Area Convention & Visitors Bureau
- Brief introduction of who you are where you represent

**II. Minutes Review**

**Linda Bowers, Chair**

- **October 4, 2018 Minutes**
  - Robin Camacho makes the motions to approve the minutes from the October 4, 2018 meeting
  - Sara Brandel seconds the motion to approve the minutes from the October 4, 2018 meeting
- **January 23, 2019 Minutes**
  - Robin Camacho makes the motions to approve the minutes from January 23, 2019 meeting
  - Sara Brandel seconds motion to approve the minutes from the January 23, 2019 meeting

**III. Past Shows**

**Linda McMahon/Leda Beever**

- **American Bus Association (ABA)**
  - 52 appointments
  - Tour operators have added Daytona Beach to their program
- **Maryland Motorcoach Association**
  - Only Florida destination there
  - Efrain and Leda saw easily 300 people
  - Booth was next to Georgia and Tennessee
  - If we travel to Atlanta, we have a great contact
  - Great show; very busy

**IV. Upcoming Shows (May-June)**

**Linda McMahon/Leda Beever**

**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.

- **RTO Summit East**
  - Leda has requested 35 appointments; usually gets about 22 appointments
  - Show will be in New York
  - Connect will be purchasing RTO Summit
- **International Pow Wow (IPW)**
  - Anaheim, California
  - Leda has made 85 appointments (you are allowed 200)
  - Out of the 85 appointments, 46 have requested Daytona Beach
  - Client event
    - Suite at an Angels Baseball Game
    - Showcasing Daytona Beach Tortugas
  - CVB will sponsor tables for lunch
  - 3 days (3000 attendees)
  - Brandon Little w/ the Speedway will be attending
  - Nancy Guran w/ ONE DAYTONA (Fairfield Inn & Suites/ The DAYTONA will be attending
- **IAGTO NAC**
  - Horseshoe, Texas
  - Leda will be working on appointments
  - IAGTO reached out to Leda to host IAGTO in Daytona Beach 2021
  - Great golf show
  - Fairshare opportunity- Tatiana will send out

**V. Website Review**

**Linda McMahon**

- The CVB is in the process of a website refresh
- The website launch will be in late November 2019
- Website will still be functioning in the meantime
- Committee feedback:
  -

**VI. 19/20 Fiscal Year Travel & Promo Schedule**

**Linda McMahon**

**VII. Save the Date- Budget Workshop on May 23, 2019**

**Linda McMahon**

- Tour & Travel Budget workshop will be from 3:30-5:00pm at the Daytona Beach Area Convention & Visitors Bureau- Upstairs Conference Room

**VIII. Public Participation**

**- ADJOURN -**

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