

SPORTS ADVISORY Committee Meeting
Thursday, April 25, 2019
Daytona Beach Area CVB

AGENDA

- | | |
|--|-----------------------------|
| I. Welcome & Introduction | John Phillips, Chair |
| II. Minutes Review <ul style="list-style-type: none">• October 11, 2019 Minutes (revisions)• January 30, 2019 Minutes | John Phillips, Chair |
| III. Past Shows <ul style="list-style-type: none">• ACES/ Sports Exchange | Tara Hamburger |
| IV. Upcoming Shows (May-June) <ul style="list-style-type: none">• NASC Sports Symposium• Florida Sports Foundation Summit• Esports Travel Summit | Tara Hamburger |
| V. Website Review | Linda McMahon |
| VI. LOC Sign Up Marching Band | Linda McMahon |
| VII. Save the Date- Budget Workshop on May 23, 2019 <ul style="list-style-type: none">• Meetings & Conventions/ Sports 2:00-3:30 pm• Tour & Travel 3:30-5:00pm | Linda McMahon |
| VIII. Public Participation | |

- 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.