

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

AGENDA MINUTES

Committee Members Present:

William Dunne, David Ray, Jim Jaworski, Karen Szemborski, Dean O'Brien, Lyndsey Gilreath, Efrain Vargas, Wendy Dorman, Mike Sandler, Janice Griffin, Lary Beal, and John Philips

Committee Members Absent:

Jennifer Sisk, Joseph Chirillo, Mike McKercher, Nancy Guran, Sandra Whittington Boone, Terry Johnson

Guests:

Lynn and Claire Marks

Staff:

Lori Campbell Baker, Linda McMahon, Tara Hamburger, Amber White, Tatiana Carr, Hope Sarzier, and Charles Grimes

I. Welcome & Introduction

John Phillips, Chair

- John Phillips calls the meeting to order on Thursday, April 25, 2019 at the Daytona Beach Area Convention & Visitors Bureau
- Brief introduction of who you are and where you represent

II. Presentation

Lynn Marks

- A brief presentation from Lynn and Claire Marks with Scuba Lynn's RV Adventures
- Some of their services include snorkeling, horseback riding, and RV rental

III. Minutes Review

John Phillips, Chair

- **October 11, 2019 Minutes (revisions)**
 - William Dunne makes the motion to approve the minutes from the October 11, 2018 meeting
 - Karen Szemborski seconds the motion to approve the minutes from the October 11, 2018 meeting
- **January 30, 2019 Minutes**
 - Lary Beal makes the motion to approve the minutes from the January 30, 2019 meeting
 - Janice Griffin seconds the motion to approve the minutes from the January 30, 2019 meeting

IV. Past Shows

Tara Hamburger

- **ACES/ Sports Exchange**
 - Tara starred in Nashville at The National Pro Fast Pitch Draft with Ryan from The Tortugas

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.

- Association of Chief Executives in Sports
- ACES/Sports Exchange was combined this year
- This was Tara's first year attending
- 35 sports industry leaders attended

V. Upcoming Shows (May-June)

Tara Hamburger

- **NASC Sports Symposium**
 - Tara encourages any facilities/partners to attend with her
 - Park and Recreation world is starting to show up
 - Tim Buckley with the Ocean Center will be attending NASC with Tara
- **Florida Sports Foundation Summit**
 - The Summit will be in Destin this year
 -
- **Esports Travel Summit**
 - Mike Sandler with The Plaza Resort & Spa and Tim Buckley with the Ocean Center will be attending with Tara
 - First time Tara will be attending

VI. 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 members should be uploading their events with content on the website to make sure it is added to the CVB event calendar
- Committee members should send any ideas that they have to the CVB
- Committee feedback:
 - Sports Committee has been asking for Sports social media
 - There will be a Daytona Beach Sports Facebook page to start and other social media platform will follow
 - The committee liked the idea of the utilizing user generated content on the sports page
 - Sports Daytona hashtag
 - Under the Things to Do dropdown have a Sports option
 - Sports page should be for booking business/services while the Sports dropdown on the Things to Do should be for visitors
 - More images; less words
 - Facilities search with filters
 - Top facilities in the area

VII. LOC Sign Up Marching Band

Linda McMahon/Dean O'Brien

- DME is trying to create an event for the Marching Band championship

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.

- 20 hotels are under contract for the event
- Dean would like to showcase the Daytona Beach area
- He is looking for different representatives to be on the LOC (restaurants, cities, entertainment, hotels/motels, etc.)
- Committee members may have resources to help with the event
- In order to participate in the marching band championship, a band has to win regional competition
- About 95 bands will be participating
- All high school bands (70 percent are participating)
- This is going to be huge event; great for Daytona Beach

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

Linda McMahon

- **Meetings & Conventions/ Sports 2:00-3:30 pm**
- **Tour & Travel 3:30-5:00pm**
 - Daytona Beach Area Convention & Visitors Bureau- Upstairs Conference Room

IX. 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.