

**MEETINGS ADVISORY – BUDGET WORKSHOP**  
**Thursday, May 23, 2019**  
**SUMMARY OF MINUTES**

The minutes reflect a summarized view of the gathering.

**Committee Present:** Jim Berkley, Michelle Waddell, Chris Capozzi, Patty Devine Alsobrook, Sandra Whittington-Boone, Robin Camacho and Jenean Chavey

**Committee Absent:** Nancy Guran, Wendy Dorman, Kathy Masterson and Sarah Rasheid

**Staff Present:** Amber White, Lori Campbell Baker, Linda McMahon, Chuck Grimes, Leda Beever, Lynn Miles, Sam Pollack and Tara Hamburger

**Guest Present:** Karen Szemborski, Jennifer Sisk, Lary Beal, Patrick Blankenship, Efrain Vargas, Mike Sandler, Andrea Horn, Kimberly Tomlinson and Connor Rand

**I. Welcome & Introduction**

Jim Berkley called the workshop to order, welcomed the committee and thanked them for attending.

**II. 18/19 FY Highlights**

Linda McMahon presented 18/19 FY highlights to thank the Group Sales Department on everything they brought to the table including: client events, sales missions, brand awareness, Sunwing FAM, US Sports Congress, Florida Huddle, Southeast Tourism Society, Florida Outdoor Writers Association and so forth.

The meetings, sports and trade videos were a huge success for the Group Sales Department. The meetings video won a gold ADDY Award and is being submitted for a Flagler Award. The team put in their creative concept to make this vision happen!

**III. 19/20 FY Travel Schedule (Meetings/Sports)**

Linda McMahon highlighted changes made to the 19/20 FY travel schedule with the growth and new development in our destination. The new shows added to the travel schedule reflect the direction where our destination is moving towards.

The Group Sales Department reviewed the entire travel schedule with their input to the committee.

In continuation of the 18/19 FY, the CVB is going to continue their partnership with the Ocean Center in the 19/20 FY to support more city-wide events, attending tradeshow as a team, FAMs, client events and sponsorships.

**IV. 19/20 FY Budget Review**

The group sales department increased their budget in tradeshow registration, MPI exposure, Cvent exposure, New York City market and surrounding areas based off the new American Airlines flight, 25<sup>th</sup> year Daytona Beach hosting NCA and also added the following to the 19/20 FY budget:

- Hosting the Marine Corps League Annual National Convention August 2020
- Potentially hosting the Alpha Phi Alpha Regional Convention 2020
- Hosting the FSAE Think Tank with a co-sponsorship and looking to host a pre or post FAM in conjunction

Linda McMahon shared a ROI tradeshow report of leads received within a 5-year period, from tradeshow attended. The committee was asked to share if they have received any ROI from the CVB attending any of the shows listed.

The 19/20 FY marketing plan was presented to the committee. Linda McMahon mentioned quick highlights of new marketing initiatives.

Michelle Waddell made a motion to recommend the budget move forward to the HAAA Board for approval, with a second motion from Chris Capozzi. All in favor.

**V. Public Participation**

None discussed.

Respectfully Submitted,

Amber White, Daytona Beach Area Convention & Visitors Bureau