

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING

Tuesday, August 20, 2019 • 2:00 PM • Daytona Beach Area CVB located at 126 East Orange Avenue Daytona Beach, FL 32114

The regular meeting of the Meetings & Conventions Advisory Committee was called to order by the Chair Jim Berkley at 2:00 p.m., August 20, 2019. Attendance was taken by Amber White and the following members were present, Michelle Waddell, Patty Devine Alsobrook, Chris Capozzi, Linda Bowers, Jim Berkley, Sarah Rasheid, Sandra-Whittington-Boone. Wendy Dorman, Nancy Guran, Kathy Masterson, Jenean Chavey and Robin Comacho were absent.

Guests:

Keith Willis, Mike Sandler, Glenda Billings, Bob Davis, Karen Szemborski

Staff Present:

Lori Campbell Baker, Kate Holcomb, Linda McMahon, Lynn Miles, Brandon Little and Amber White

Welcome & Introduction

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

Introduction of new Sports Development Business Manager, Brandon Little was given by Linda McMahon

Approval of Minutes

Berkley asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the minutes for April 23, 2019 and May 23, 2019.

Motion by Patty Devine Alsobrook to approve the minutes for April 23, 2019 and May 23, 2019. Second by Linda Bowers. Motion passed 7-0.

Sunshine Law

Lori Campbell Baker gave a brief discussion to the committee regarding being compliant with the Sunshine Law.

Arts, Culture and Heritage Presentation

Kate Holcomb discussed the mission of the Arts, Cultural and Heritage Advisory Committee and the high importance of driving tourism to the Daytona Beach area to encourage extended stays.

The Daytona Beach Area CVB distributes two different brochures that are also on Daytonabeach.com, Share the Heritage and The Arts & Culture Map. The Share the Heritage Brochure speaks about the African American heritage within the Daytona Beach area. While the Arts & Culture Map speaks to everything regarding arts, culture and heritage within the Daytona Beach area.

Group Sales Past Sales Activity

The following past sales activities were discussed with the committee: HelmsBriscoe Annual Business Conference, CVENT CONNECT, Meetings Professionals International World Education Conference, American Society of Association Executives, The Military Reunion Network, Florida Society of Account Executives Annual Conference and Your Military Reunion Network.

American Society of Association Executives is a collaborative show that the Daytona Beach Area CVB attends with the Ocean Center; along with CVENT CONNECT, Meetings Professionals International World Education Conference and Florida Society of Account Executives Annual Conference.

The committee spoke very highly of how Daytona Beach had a major impact at the Florida Society of Account Executives Annual Conference. The committee would like to continue to collaborate a sponsorship with the Ocean Center during the conference.

Group Sales Upcoming Sales Activity

The sales team briefed the committee on the upcoming sales activities: Connect Marketplace, TEAMS, US Sports Congress, Destination Southeast, Connect Faith, Certified Meeting Professional Conclave, Florida Encounter, Expo Expo, Meetings Professionals International Sunshine Education Summit, Professional Fraternity Association, Xsite and The Knowledge Exchange.

During Connect Marketplace, the Daytona Beach Area CVB will be hosting a client event in collaboration with the Ocean Center and industry partners attending Connect Marketplace, at the Louisville MEGA CAVERN. The event has fifty planners, rights-holders and tour operators attending.

The Daytona Beach Area CVB will be hosting a sponsorship during Destination Southeast, Meeting Professionals International Sunshine Education Summit, US Sports Congress and Florida Encounter.

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Tallahassee/Gainesville Sales Activities 19/20 FY

The committee was provided a timeline of Tallahassee/Gainesville sales activities and initiatives for the 19/20 fiscal year.

Public Participation

Bob Davis invited the committee to attend the Tom Stead banquet on September 11, 2019, and the Daytona State College Board Meeting on October 8, 2019, at Daytona State College.

Adjourn

There being no further business or public participation the meeting was adjourned at 2:56 p.m.

Submitted by, Chantelle Bravo, Group Sales Coordinator