

**SPORTS ADVISORY Committee Meeting
Tuesday, August 20, 2019
Daytona Beach Area CVB**

AGENDA

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| I. Welcome & Introduction | John Phillips, Chair |
| II. Approval of Minutes *
April 25, 2019 | John Phillips |
| II. Sunshine Law | Lori Campbell Baker |
| III. Sports Business Development Manager Update | Linda McMahon and Brandon Little |
| IV. Upcoming Sales Activity
Connect Marketplace – August 2019
TEAMS – November 2019
US Sports Congress - December 2019 | Brandon Little |
| V. Sports Social Media | Hope Sarzier |
| VI. Facility Update | |
| VII. Public Participation | |

- ADJOURN -

***Indicates item requiring Committee approval**

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.