

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
MEETINGS & CONVENTIONS COMMITTEE MEETING**

Thursday August 25, 2022 • 1:30 PM • The Daytona Beach Area CVB • Room: Second Floor Boardroom
126 East Orange Avenue, Daytona Beach, FL 32114

AGENDA

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| 1. Call to Order | Linda McMahan |
| 2. Roll Call | Linda McMahan |
| 3. Public Participation | Linda McMahan |
| 4. Welcome and Introductions | Linda McMahan |
| 5. Consent Agenda* | Linda McMahan |
| a) Approval of the May 19, 2022 Workshop Minutes | |
| b) Approval of the February 14, 2022 Meeting Minutes | |
| 6. Digital Edge Recap for 21/22 FY & Upcoming Activities | Linda McMahan |
| 7. Travel Schedule 21/22 FY and 22/23 FY | Linda McMahan |
| 8. Recap: Esports Travel Summit | Brandon Little |
| 9. Update: Destination Southeast | Linda McMahan |
| 10. FAM Accommodations | Linda McMahan |
| 11. New Business | Linda McMahan |
| 12. Adjourn | Linda McMahan |

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

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.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.