DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE MEETING

Thursday September 10, 2020 • 10:00 PM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

1. Call to Order
   Linda Bowers

2. Roll Call
   Linda Bowers

3. Public Participation
   Linda Bowers

4. Consent Agenda *
   a) Approval of the June 9, 2020 Workshop Minutes
   b) Approval of the January 20, 2020 Minutes
   c) Approval of the October 21, 2019 Workshop Minutes
   d) Approval of the August 21, 2019 Minutes
   Linda Bowers

5. Sunshine Law
   Linda Bowers

6. Partner Update/Sales Projections/Sales Initiatives
   Linda Bowers

7. 2019-20 Travel Schedule Update
   Linda Bowers

8. 2020-21 Travel Schedule/Sales Initiatives
   Linda Bowers

9. Sunshine Summit Virtual FAM Update
   Linda Bowers

10. New Business
    a) Upcoming Meeting
    Linda Bowers

11. Adjourn
    Linda Bowers

NEW - The next meeting will be held in December date, time, and location: TBD

---

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.

* Requires Public Participation time prior to vote
* Requires a vote from the Committee