

**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**

- |  |                     |
|--|---------------------|
| <b>1. Call to Order</b>                                      | <b>Linda Bowers</b> |
| <b>2. Roll Call</b>  | <b>Linda Bowers</b> |
| <b>3. Public Participation</b>                               | <b>Linda Bowers</b> |
| <b>4. Consent Agenda *</b>                                   | <b>Linda Bowers</b> |
| 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                   |                     |
| <b>5. Sunshine Law</b>                                       | <b>Linda Bowers</b> |
| <b>6. Partner Update/Sales Projections/Sales Initiatives</b> | <b>Linda Bowers</b> |
| <b>7. 2019-20 Travel Schedule Update</b>                     | <b>Linda Bowers</b> |
| <b>8. 2020-21 Travel Schedule/Sales Initiatives</b>          | <b>Linda Bowers</b> |
| <b>9. Sunshine Summit Virtual FAM Update</b>                 | <b>Linda Bowers</b> |
| <b>10. New Business</b>                                      | <b>Linda Bowers</b> |
| a) Upcoming Meeting  |                     |
| <b>11. Adjourn</b>   | <b>Linda Bowers</b> |

---

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

---

» 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.