

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

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Thursday, September 10, 2020 • 1:00 PM • Virtual meeting using Zoom Video Conferencing Software

**AGENDA**

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| <b>1. Call to Order</b>                                      | <b>Jim Berkley</b> |
| <b>2. Roll Call</b>  | <b>Jim Berkley</b> |
| <b>3. Public Participation</b>                               | <b>Jim Berkley</b> |
| <b>4. Consent Agenda *</b>                                   | <b>Jim Berkley</b> |
| a) Approval of the June 9, 2020 Workshop Minutes             |                    |
| b) Approval of the February 12, 2020 Workshop Minutes        |                    |
| c) Approval of the January 14, 2020 Minutes                  |                    |
| <b>5. Sunshine Law</b>                                       | <b>Jim Berkley</b> |
| <b>6. Cvent 2020-21 Renewal *</b>                            | <b>Jim Berkley</b> |
| <b>7. HelmsBriscoe 2020-21 Renewal *</b>                     | <b>Jim Berkley</b> |
| <b>8. Partner update/Sales Projections/Sales Initiatives</b> | <b>Jim Berkley</b> |
| <b>9. 2019-20 Travel Schedule Update</b>                     | <b>Jim Berkley</b> |
| <b>10. 2020-21 Travel Schedule</b>                           | <b>Jim Berkley</b> |
| <b>11. Sunshine Summit Virtual FAM Update</b>                | <b>Jim Berkley</b> |
| <b>12. New Business</b>                                      | <b>Jim Berkley</b> |
| a) Upcoming Meeting  |                    |
| <b>13. Adjourn</b>   | <b>Jim Berkley</b> |

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

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» 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.