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

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

AGENDA

1. Call to Order
2. Roll Call
3. Public Participation
4. Consent Agenda *
   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
5. Sunshine Law
6. Cvent 2020-21 Renewal *
7. HelmsBriscoe 2020-21 Renewal *
8. Partner update/Sales Projections/Sales Initiatives
9. 2019-20 Travel Schedule Update
10. 2020-21 Travel Schedule
11. Sunshine Summit Virtual FAM Update
12. New Business
    a) Upcoming Meeting
13. Adjourn

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.