

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

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Wednesday, September 11, 2024 • 2:00 PM • Daytona Beach Area CVB Offices • Room: Conference Room  
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

**AGENDA**

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| <b>1. Call to Order</b>                              | <b>Brenda Redmon</b> |
| <b>2. Roll Call</b>                                  | <b>Brenda Redmon</b> |
| <b>3. Public Participation</b>                       | <b>Brenda Redmon</b> |
| <b>4. »* Consent Agenda</b>                          | <b>Brenda Redmon</b> |
| a) July 10, 2024, Meeting Minutes                    |                      |
| <b>5. Update</b>                                     | <b>Brenda Redmon</b> |
| a) Prevue  |                      |
| b) Destination Southeast                             |                      |
| c) ASAE (American Society of Association Executives) |                      |
| d) Connect Marketplace                               |                      |
| <b>6. »*Digital Edge Marketing Contract</b>          | <b>Kay Galloway</b>  |
| <b>7. »*CVENT Annual Contract</b>                    | <b>Brenda Redmon</b> |
| <b>8. »*Helms Briscoe Annual Contract</b>            | <b>Brenda Redmon</b> |
| <b>9. New Business</b>                               | <b>Brenda Redmon</b> |
| <b>10. Adjourn</b>                                   | <b>Brenda Redmon</b> |

» 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.