

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU  
SPORTS ADVISORY COMMITTEE MEETING**

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Wednesday, September 11, 2024 • 3:00 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>John Phillips</b>  |
| <b>2. Roll Call</b>  | <b>Natasha Hardie</b> |
| <b>3. Public Participation</b>   | <b>John Phillips</b>  |
| <b>4. »* Consent Agenda</b><br>a) July 10, 2024 Meeting Minutes        | <b>John Phillips</b>  |
| <b>5. Digital Edge Marketing Contract</b>                              | <b>Kay Galloway</b>   |
| <b>6. »*Sports Funding Request</b><br>a) Clash Daytona                 | <b>Brandon Little</b> |
| <b>7. Update</b><br>a) Arizona Sales Mission<br>b) Connect Marketplace | <b>Brandon Little</b> |
| <b>8. New Business</b><br>a) TEAMS                                     | <b>Brandon Little</b> |
| <b>9. Adjourn</b>  | <b>John Phillips</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.