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

Wednesday, October 20, 2021 • 2:00 PM • Ocean Center Room: 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

1. Call to Order  Jim Berkley
2. Roll Call  Jim Berkley
3. Public Participation  Jim Berkley
4. Welcome and Introductions  Jim Berkley
5. Consent Agenda * Jim Berkley
   a) Approval of the February 24, 2021 Meeting Minutes
   b) Approval of the May 27, 2021 Workshop Minutes
   c) Religious Conference Management Association (RCMA) Emerge Sponsorship
6. Travel Schedule: 2021-22 Fiscal Year  Jim Berkley
7. FAM Discussion  Jim Berkley
8. Need Dates/Group Booking Policy Update  Jim Berkley
9. Website/Marketing Strategy  Jim Berkley
10. New Business  Jim Berkley
11. Adjourn  Jim Berkley

* 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.