

MEETINGS AND CONVENTIONS ADVISORY COMMITTEE REGULAR MEETING

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

The Meetings and Conventions Advisory Committee's regular meeting was called to order by Chair Jim Berkley at 2:02 pm, October 20, 2021. Amber White took attendance, and the following members were present in person, Jim Berkley, Robin Camacho, Efrain Vargas, Kathy Masterson, Linda Bowers, Mike Sandler, Nancy Guran, Lisa Crosby, Shelley Sloan, and Patrick Blankenship. None were absent.

Guests:

Lynn Miles, Kristine Kacarab, Ana Ventura, Libby Gallant, and Rebecca Moore

Staff Present:

Lori Campbell Baker, Linda McMahan, Brenda Redmon, Brandon Little, and Amber White

Public Participation

None

Consent Agenda

Berkley asked if the Committee had any comments or questions on the Consent Agenda, items a-c. Hearing none, he entertained a motion to approve Consent Agenda items a-c.

Linda Bowers made a motion to approve the Consent Agenda items a-c. Second, by Efrain Vargas. The motion passed 10-0.

Travel Schedule: 2021-2022 Fiscal Year

McMahon, Redmon and Little updated the committee on past and upcoming tradeshow. Committee gave feedback regarding Connect Marketplace and adding "new" tradeshow to the travel schedule.

FAM Discussion

McMahon discussed potential ideas, dates, and demand to host a FAM for meetings planners and sports rights-holders. Bowers requested that the DBACVB to create a proposal of a plan and to have a FAM workshop to review.

Need Dates/Group Booking Policy

McMahon asked the committee for input and explained the importance for the DBACVB to fill destination need dates. Committee provided feedback. DBACVB to reach out to hotel partners individually.

Website/Marketing Strategy

McMahon briefed the committee regarding website audit plan on the group pages of the website. Committee was tasked to provide DBACVB with feedback by October 29, 2021. The DBACVB is currently in the process of a Request for Information (RFI) for a group marketing agency. DBACVB to schedule workshop to review proposals for HAAA Board approval.

New Business

Sloan reported the Tanger Outlet holiday season events and in coming vendors.

Adjourn

There being no further business or public participation, the meeting adjourned at 2:19 pm.

Submitted by Amber White, Strategic Conference and Sports Services