

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

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Wednesday, October 20, 2021 • 3:30 PM • Ocean Center Room: 103ABC  
101 North Atlantic Avenue, Daytona Beach, FL 32118

**AGENDA**

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|--|----------------------|
| <b>1. Call to Order</b>                              | <b>John Phillips</b> |
| <b>2. Roll Call</b>                                  | <b>John Phillips</b> |
| <b>3. Public Participation</b>                       | <b>John Phillips</b> |
| <b>4. Welcome and Introductions</b>                  | <b>John Phillips</b> |
| <b>5. Consent Agenda *</b>                           | <b>John Phillips</b> |
| a) Approval of the February 24, 2021 Meeting Minutes |                      |
| <b>6. Social Media Update</b>                        | <b>John Phillips</b> |
| <b>7. Marketing Strategy/Website</b>                 | <b>John Phillips</b> |
| <b>8. Travel Schedule: 2021-22 Fiscal Year</b>       | <b>John Phillips</b> |
| <b>9. New Business</b>                               | <b>John Phillips</b> |
| <b>10. 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.