

**SPORTS ADVISORY COMMITTEE REGULAR MEETING**  
Wednesday, October 20, 2021 • 3:30 PM • Ocean Center  
101 North Atlantic Avenue, Daytona Beach, FL 32118 – Room: 103ABC

The Sports Advisory Committee's regular meeting was called to order by Chair John Phillips at 3:32 p.m., October 20, 2021. Amber White took attendance, and the following members were present in person, John Phillips, Barbara Kopala, Efrain Vargas, Janice Griffin, Jim Jaworski, John Cameron, Jennifer Sisk, Mike Sandler, Nancy Guran, and Gary Grumoli. David Ray, Lary Beal, Wendy Dorman, John McMillian, and Megan Butler were absent.

**Guests:**

Robin Camacho, Libby Gallant, Ana Ventura, and Rebecca Moore

**Staff Present:**

Lori Campbell Baker, Linda McMahon, Brandon Little, and Amber White

**Public Participation**

None

**Consent Agenda**

Phillips asked if the Committee had any comments or questions on the Consent Agenda, item a. Hearing none, he entertained a motion to approve Consent Agenda item a.

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Nancy Guran made a motion to approve the Consent Agenda item a. Second, by Jim Jaworski. The motion passed 10-0.

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**Social Media Update**

McMahon stated that the DBACVB is conducting scheduled posts weekly on the Sports Daytona Beach social media platforms. Committee was requested to tag and follow to promote platform.

**Website/Marketing Strategy**

McMahon briefed the committee regarding website audit plan on the group pages of the website. In addition to the website audit, Little explained that the DBACVB is working with Florida Sports Foundation and Playeasy directories to drive rights-holder to 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.

**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.

**New Business**

Committee members provided updates on renovations and upcoming events.

**Adjourn**

There being no further business or public participation, the meeting adjourned at 4:29 pm.

Submitted by Amber White, Strategic Conference and Sports Services