

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

Thursday, December 3, 2020 • 2:00 PM • Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach, FL 32118, Ponce DeLeon Room

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 September 10, 2020 Minutes | |
| 6. Sunshine Law | Jim Berkley |
| 7. Presentation: Y? Entertainment | Jim Berkley |
| 8. Sales Initiatives: | Jim Berkley |
| a) Travel Schedule: January – April 2021 | |
| b) Past and Ongoing Initiatives | |
| c) New Initiatives | |
| ▪ WE C.A.R.E. - Safety Messaging | |
| ▪ Virtual Mini Tradeshow – All Markets | |
| ▪ “Cold Calling Contest” – Libby Gallant | |
| ▪ Lunch & Learns (Virtual/Live) | |
| 9. New Business | Jim Berkley |
| a) Upcoming Meeting | |
| 10. Adjourn | Jim Berkley |

NEW - The next meeting will be held in February 2020, Date, Time and Location: TBD

» 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.