

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

Thursday, December 10, 2020 • 10:30 PM • Residence Inn Daytona Beach Oceanfront
3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118

AGENDA

- | | |
|---|----------------------|
| 1. Call to Order | John Phillips |
| 2. Roll Call | John Phillips |
| 3. Public Participation | John Phillips |
| 4. Welcome and Introductions | John Phillips |
| 5. Consent Agenda * | John Phillips |
| a) Approval of the September 10, 2020 Minutes | |
| b) Approval of the January 14, 2020 Minutes | |
| c) Approval of the August 20, 2019 Minutes | |
| 6. Sunshine Law | John Phillips |
| 7. Sports Sales Initiatives: | John Phillips |
| a) Travel Schedule | |
| b) Facility Availability | |
| ▪ Flexible Space | |
| c) Past and Ongoing Initiatives | |
| d) New Initiatives | |
| ▪ WE C.A.R.E. - Safety Messaging | |
| ▪ Virtual Mini Tradeshow | |
| ▪ Social Media Campaign | |
| 8. New Business | John Phillips |
| 9. Adjourn | John Phillips |

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.