

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE MEETING**

Thursday, December 10, 2020 • 9:00 AM • Residence Inn Daytona Beach Oceanfront
3209 South Atlantic Avenue, Daytona Beach Shores, FL 32118

AGENDA

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| 1. Call to Order | Linda Bowers |
| 2. Roll Call | Linda Bowers |
| 3. Public Participation | Linda Bowers |
| 4. Consent Agenda * | Linda Bowers |
| a) Approval of the September 10, 2020 Minutes | |
| b) Approval of the June 9, 2020 Workshop Minutes | |
| c) Approval of the January 20, 2020 Minutes | |
| d) Approval of the October 21, 2019 Workshop Minutes | |
| e) Approval of the August 21, 2019 Minutes | |
| 5. Sunshine Law | Linda Bowers |
| 6. Partner Update | Linda Bowers |
| 7. Sales Initiatives: | |
| a) Travel Schedule: January – April 2021 | |
| b) Past and Ongoing Initiatives | |
| c) New Initiatives | |
| ▪ WE C.A.R.E. – Safety Message | |
| ▪ Virtual Mini Tradeshow | |
| ▪ “Cold Calling Contest” – Libby Gallant | |
| ▪ Lunch & Learns (Virtual/Live) | |
| 8. New Business | Linda Bowers |
| 9. Adjourn | Linda Bowers |

NEW - The next meeting will be held in February 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.