

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
MEETINGS & CONVENTIONS WORKSHOP**

Friday, December 3, 2021 • 10:00 AM • Hard Rock Hotel Daytona Beach: Roxy Room
918 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

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|---|--------------------|
| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. Welcome and Introductions | Jim Berkley |
| 5. Update: Website Audit and Strategy – Simpleview | Jim Berkley |
| 6. Group Sales Marketing Agency Submissions | Jim Berkley |
| a) Digital Edge | |
| b) Evok Advertising | |
| 7. New Business | Jim Berkley |
| 8. Adjourn | Jim Berkley |

» 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.