

# MEETINGS & CONVENTIONS WORKSHOP MINUTES

Friday, December 3, 2021 • 10:00AM • Hard Rock Hotel Daytona Beach  
918 N Atlantic Ave, Daytona Beach, FL 32118

The Meetings & Conventions Workshop was called to order by Linda McMahon at 10:00 a.m., Friday, December 3, 2021. Attendance was taken by Amber White and the following members were present Efrain Vargas, Kathy Masterson, Linda Bowers, Nancy Guran, Shelley Sloan, Patrick Blankenship, and Kristine Kacarab. Robin Comacho, Jim Berkley, and Lisa Crosby were absent.

**Staff Present:** Amber White, Lori Campbell Baker, Kay Galloway, Steven Pike, Linda McMahon, Brenda Redmon, Brandon Little, Sam Pollack, Tangel Boyd, and Connor Rand

**Guests:** Terry Mooney (Zoom), Aaron Nissen, Ariana Duran (Zoom), Larry Meador (Zoom), Stewart Hill (Zoom), Allison Braunstein (Zoom), Christopher LeBlanc (Zoom), Michelle Waddell, Bob Davis, Mike Sandler, Lucinda Gaudio, Robert Eubank, Vicki Foley, and Mya Surrency (Zoom)

## Public Participation

None

## Welcome and Introduction

Linda McMahon takes the floor and welcomes all present.

## Group Sales Marketing Agency Submissions

Mya Surrency with Digital Edge conducts presentation and opens the floor to questions. Workshop attendees and Digital Edge engage in question / answer session.

Terry Mooney with Evök Advertising introduces his team and conducts presentation. Evök opens the floor to questions and workshop attendees and Evök Advertising engage in question / answer session.

Linda McMahon summarizes both presentations and discussion is made regarding both marketing agency presentations. The Meetings & Conventions Advisory Committee were all in favor to recommend Digital Edge to the Halifax Area Advertising Authority Board for final vote.

## Update: Website Audit and Strategy - Simpleview

Linda McMahon discusses deep dive audit of the group sales website pages. The Daytona Beach Area Convention & Visitors Bureau is working with industry partner Simpleview on website audit. Aaron Nissen with Simpleview conducts his presentation on his discovery and opens the floor for questions / presentation participation.

## New Business

None

## Adjourn

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**Linda McMahon adjourned workshop at 12:14PM**

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Submitted by Steven Pike, HR / Finance Assistant