

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

Monday, February 14, 2022 • 2:00 PM • The DAYTONA Autograph Collection Hotel • Room: Echelon
1870 Victory Circle, Daytona Beach, FL 32114

AGENDA

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| 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 October 20, 2021 Meeting Minutes | |
| 6. Social Media Update | John Phillips |
| 7. Marketing Strategy/Website | John Phillips |
| 8. Travel Schedule: 2021-22 Fiscal Year | John Phillips |
| 9. New Business | John Phillips |
| 10. Adjourn | John Phillips |

» 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.