

**TOUR AND TRAVEL ADVISORY -Budget Workshop
Thursday, May 23, 2019
Daytona Beach Area CVB**

AGENDA

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|-------------|-----------------------------------|--------------------------------------|
| I. | Welcome & Introduction | Jim Berkley, Chair |
| II. | 18/19 FY Highlights | Linda McMahon |
| III. | Travel Schedule | Linda McMahon and Leda Beever |
| IV. | Budget Review | Linda McMahon |
| V. | Public Participation | |

- ADJOURN -

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.

GOAL:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.