

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

Thursday, September 10, 2020 • 2:00 PM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

- | | |
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| 1. Call to Order | John Phillips |
| 2. Roll Call | John Phillips |
| 3. Public Participation | John Phillips |
| 4. Consent Agenda * | John Phillips |
| a) Approval of the January 14, 2020 Minutes | |
| 5. Sunshine Law | John Phillips |
| 6. Facility Updates | John Phillips |
| 7. 2019-20 Travel Schedule Update | John Phillips |
| 8. 2020-21 Travel Schedule | John Phillips |
| 9. Sunshine Summit Virtual FAM update | John Phillips |
| 10. New Business | John Phillips |
| a) Upcoming Meeting | |
| 11. Adjourn | John Phillips |

NEW - The next meeting will be held in December, 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.