

**ARTS, CULTURE & HERITAGE TOURISM
ADVISORY COMMITTEE
February 7, 2019 - 3:30 p.m. - Cici and Hyatt Brown Museum of Arts
352 South Nova Road, Daytona Beach, FL 32114**

AGENDA

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| I. Opening & Roll Call | Dave Castagnacci |
| II. Approval of Minutes *
a. November 1, 2018 | Dave Castagnacci |
| III. CVB Community Presentation | Kate Holcomb and Lori Campbell Baker |
| IV. Unfinished Business | Dave Castagnacci |
| V. New Business
a. Committee Applications | Dave Castagnacci |
| VI. Public Participation | |

- ADJOURN -

*Indicates item requiring Committee approval

>> Indicates item requiring public participation prior to Committee recommendation

NEXT MEETING: Thursday, May 2, 2019, 3:30 p.m. at Cici & Hyatt Brown Museum of Art,
352 S. Nova Rd., Daytona Beach, FL 32114

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: To integrate the Daytona Beach area's arts, cultural and heritage tourism offerings into the existing marketing efforts of the DBACVB and finding additional vehicles to expand that message.