

## **BIKETOBERFEST® ADVISORY COMMITTEE MEETING**

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Wednesday, June 30, 2021 • 9:00 AM • Daytona International Speedway – Midway Suite 255-256  
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

### **AGENDA**

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|----|--|-----------------------|
| 1. | Call to Order                                | Tom Guest             |
| 2. | Roll Call                                    | Jennifer Sims         |
| 3. | Public Participation                         | Tom Guest             |
| 4. | »* Approval of Minutes<br>June 24, 2020      | Tom Guest             |
| 5. | »* Biketoberfest® 2021<br>Master Plan Review | Jim Morris/Rose Askew |
| 6. | Marketing Update                             | Kay Galloway          |
| 7. | New Business                                 | Tom Guest             |
| 8. | Adjournment                                  | Tom Guest             |

» Requires Public Participation time prior to vote  
\* Indicates action items requiring Committee approval

**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.