

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
MEETINGS & CONVENTIONS ADVISORY COMMITTEE BUDGET WORKSHOP**

Tuesday, June 9, 2020 • 1:00 PM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

- | | |
|--|----------------------------|
| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. Welcome New Committee Members | Jim Berkley |
| 5. Sunshine Law | Lori Campbell Baker |
| 6. 2019-20 Travel Schedule Update | Linda McMahon |
| 7. 2020-21 Group Sales Marketing Plan | Linda McMahon |
| 8. 2020-21 Meetings & Conventions/Sports Department Travel/Budget * | Linda McMahon |
| 9. New Business | Jim Berkley |
| a) Upcoming Meeting | |
| 10. Adjourn | Jim Berkley |

NEW - The next meeting will be held on August 27, 2020 at 2:00 PM. Meeting 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.