TOUR AND TRAVEL ADVISORY Committee Meeting
Wednesday, August 21, 2019
Daytona Beach Area CVB

AGENDA

I.	**Welcome & Introduction**	**Linda Bowers, Chair**
II.	**Approval of Minutes *** April 16, 2019 May 23, 2019 Budget Workshop	**Linda Bowers**
III.	**Sunshine Law**	**Lori Campbell Baker**
IV.	**Arts, Culture and Heritage Presentation**	**Dave Castagnacci**
V.	**Travel Schedule**	**Linda McMahon and Leda Beever**
VI.	**Sunwing Update**	**Linda McMahon and Leda Beever**
VII.	**Public Participation**	

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***Indicates item 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.

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.