

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU  
TOUR & TRAVEL ADVISORY COMMITTEE BUDGET WORKSHOP**

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Tuesday, June 9, 2020 • 2:30 PM • Virtual meeting using Zoom Video Conferencing Software

**AGENDA**

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|---|----------------------------|
| <b>1. Call to Order</b>                             | <b>Linda Bowers</b>        |
| <b>2. Roll Call</b>                                 | <b>Linda Bowers</b>        |
| <b>3. Public Participation</b>                      | <b>Linda Bowers</b>        |
| <b>4. Welcome New Committee Members</b>             | <b>Linda Bowers</b>        |
| <b>5. Sunshine Law</b>                              | <b>Lori Campbell Baker</b> |
| <b>6. 2019-20 Travel Schedule Update</b>            | <b>Linda McMahan</b>       |
| <b>7. 2020-21 Group Sales Marketing Plan</b>        | <b>Linda McMahan</b>       |
| <b>8. 2020-21 Tour &amp; Travel Budget/Travel *</b> | <b>Linda McMahan</b>       |
| <b>9. New Business</b><br>a) Upcoming Meeting       | <b>Linda Bowers</b>        |
| <b>10. Adjourn</b>                                  | <b>Linda Bowers</b>        |

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**NEW - The next meeting will be held on August 26, 2020 at 2:00 PM. Meeting location: TBD**

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» 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.