

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

Tuesday, August 29, 2023 • 11:00 AM • Hard Rock Hotel • Room: Roxy Room
918 N Atlantic Ave., Daytona Beach, FL 32118

AGENDA

- | | |
|---|--------------------|
| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. Welcome and Introductions | Jim Berkley |
| 5. Consent Agenda* | Jim Berkley |
| a) Approval of the May 31, 2023 Workshop Minutes | |
| b) Approval of the December 12, 2022 Meeting Minutes | |
| c) Approval of the August 25, 2022 Meeting Minutes | |
| d) Approval of the May 19, 2022 Workshop Minutes | |
| e) Approval of the February 14, 2022 Meeting Minutes | |
| f) Digital Edge Agreement | |
| g) July Group Sales Activity Report | |
| h) Travel Schedule FY 23.24 | |
| 6. New Business | Jim Berkley |
| a) *Helms Briscoe | |
| b) *CVENT | |
| c) *Digital Edge | |
| d) Arrowhead FAM update | |
| e) Trade Show update | |
| f) Partner Gateway Portal | |
| 7. Digital Edge Presentation | Mae Bodine |
| 8. Adjourn | Jim Berkley |

» 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.