

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

Tuesday, August 29, 2023 • 9:00 AM • Hard Rock Hotel • Room: Roxy Room  
918 N Atlantic Ave., Daytona Beach, FL 32118

**AGENDA**

1. **Call to Order** **Linda McMahon**
2. **Roll Call** **Linda McMahon**
3. **Public Participation** **Linda McMahon**
4. **Welcome and Introductions** **Linda McMahon**
5. **Consent Agenda\*** **Linda McMahon**
  - a) Approval of the May 31, 2023 Workshop Minutes
  - b) Approval of the December 1, 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) July Group Sales Activity Report
  - g) Travel Schedule FY 23.24
6. **New Business** **Linda McMahon**
  - a) \*HAT Agreement
  - b) CAA outreach update
  - c) WestJet update
  - d) VISIT FLORIDA - UK Taste of Florida
7. **Trends Presentations**
  - a) Canada - Lea-Ann Goltz, Account Manager, VISIT FLORIDA
  - b) UK, Germany, and Ireland – Sarah Hanson, HAT Marketing
  - c) Latin America – Juanita Ariza Gomez, VP of Business Development, TM Americas
8. **Adjourn** **Linda McMahon**

» 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.