

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU  
SPORTS ADVISORY COMMITTEE MEETING**

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Monday December 12, 2022 • 3:30 PM • The Daytona Beach Area CVB • Room: Second Floor Boardroom  
126 East Orange Avenue, Daytona Beach, FL 32114

**AGENDA**

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|---|----------------------|
| <b>1. Call to Order</b>   | <b>John Phillips</b> |
| <b>2. Roll Call</b>   | <b>John Phillips</b> |
| <b>3. Public Participation</b>                                  | <b>John Phillips</b> |
| <b>4. Welcome and Introductions</b>                             | <b>John Phillips</b> |
| <b>5. Consent Agenda*</b>                                       | <b>John Phillips</b> |
| <b>a) Approval of the August 25, 2022 Meeting Minutes</b>       |                      |
| <b>b) Approval of the February 14, 2022 Meeting Minutes</b>     |                      |
| <b>6. Travel Schedule Update</b>                                | <b>John Phillips</b> |
| <b>a) Old Business</b>  |                      |
| ▪ SPORTS Relationship, American Cup Golf, AAU Annual, and TEAMS |                      |
| <b>b) New Business</b>  |                      |
| ▪ Sports Express, Sales Missions, and Florida Sports Foundation |                      |
| <b>7. Digital Edge Opportunities</b>                            | <b>John Phillips</b> |
| <b>8. Facility Update</b>                                       | <b>John Phillips</b> |
| <b>9. New Business</b>  | <b>John Phillips</b> |
| <b>10. LOC (Local Organizing Committee) Discussion</b>          | <b>John Phillips</b> |
| <b>11. Adjourn</b>  | <b>John Phillips</b> |

» 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.