

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

Thursday, February 29, 2024 • 2:00 PM • Daytona Beach Area CVB Offices • Room: Conference Room
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

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 November 30, 2023 Meeting Minutes
 - b) Approval of the August 29, 2023 Meeting Minutes
 - c) Approval of the May 31, 2023 Workshop Minutes
 - d) Approval of the December 12, 2022 Meeting Minutes
 - e) Approval of the August 25, 2022 Meeting Minutes
 - f) Approval of the May 19, 2022 Workshop Minutes
 - g) Approval of the February 14, 2022 Meeting Minutes
 - h) January 2024 Group Sales Activity Report
 - i) Travel Schedule FY 23.24
6. **Update** **Jim Berkley**
 - a) IAEE Expo Expo!
 - b) RCMA Emerge
 - c) IPEC
 - d) Florida Encounter
7. **Digital Edge Presentation** **Jim Berkley**
8. **New Business** **Jim Berkley**
9. **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.