

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

Thursday, February 29, 2024 • 3:30 PM • Daytona Beach Area CVB Offices • Conference Room
140 South Atlantic Ave, Suite 500, Ormond Beach, FL 32176

AGENDA

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| 1. Call to Order | John Phillips |
| 2. Roll Call | John Phillips |
| 3. Public Participation | John Phillips |
| 4. Welcome and Introductions | John Phillips |
| 5. »* Consent Agenda | John Phillips |
| a) Approval of the November 30, 2023 Meeting Minutes | |
| b) Approval of the November 2, 2023 Meeting Minutes | |
| c) Approval of the August 29, 2023 Meeting Minutes | |
| d) Approval of the May 31, 2023 Workshop Minutes | |
| e) Approval of the December 12, 2022 Meeting Minutes | |
| f) Approval of the August 25, 2022 Meeting Minutes | |
| g) Approval of the May 19, 2022 Workshop Minutes | |
| h) Approval of the February 14, 2022 Meeting Minutes | |
| i) January 2024 Group Sales Activity Report | |
| j) Travel Schedule FY 23.24 | |
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| 6. Digital Edge Sports Marketing Presentation | Kim Ritten |
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| 7. Sports Event Funding | Brandon Little |
| a) »* US Senior Pickleball | |
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| 8. New Business | John Phillips |
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| 9. Adjourn | John Phillips |

» 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.