

GROUP SALES WORKSHOP MINUTES

Wednesday, February 12, 2020 • 10:00 AM • Residence Inn By Marriott Daytona Beach Oceanfront
3209 S Atlantic Avenue Daytona Beach Shores, FL 32118, Ocean Breeze Meeting Room

The Group Sales workshop was called to order by Chair Linda Bowers, at 10:00am, Wednesday, February 12, 2020. Chantelle Bravo took attendance and the following members were present, Chris Capozzi, Jenean Chavey, Jim Berkley, Linda Bowers, Michelle Waddell, Robin Camacho, Wendy Dorman, Barbara Kopala, Efrain Vargas. Kathy Masterson, Nancy Guran, Patty Alsobrook, John Phillips, Lary Beal, Janice Griffin, Jim Jaworski, Mike Mc Kercher, William Dune, Mike Sandler, Jennifer Sisk, Karen Szemborski, and Kenneth Berthiamue were absent.

Staff Present: Lori Campbell Baker, Linda McMahon, Amber White, Sam Pollack, Brandon Little, Lynn Miles, Leda Beaver, Chantelle Bravo

Guests: Barbara Brown, Kevin Accieri, Robert Eubank, Paul Krenzer, Melissa Balbach, Regan Hansen, Tara Hart-Patterson

Welcome & Introduction

Markets-Linda McMahon

Services and Tools Offered- Linda McMahon (open discussion)

Incentive Dollars

Linda McMahon stated Daytona Beach Area Convention & Visitors Bureau is here to help you to gain business, not lose it. Approved budget item. Minimum of 50 room nights/competing with other destinations, start w \$2.50/night up to \$5.00/night based on negotiating—Jim Berkley encouraging challenge your General Manager regarding the Sunday-Thursday pattern value of business. Lynn Miles knows we're competing and not alone. It is important to involve DBACVB from the beginning and talk to us. Out there talking about it. Jenean Chavey feels secure with DBACVB support. McMahon stated WE WILL NEVER SUPPORT ANOTHER HOTEL OVER ANOTHER!

HAAA & Committee Approved Guidelines

McMahon gave overview of the approval guidelines to committee members and guests.

CVENT Promo Opportunities

McMahon said we need to see what you're offering so that we can take it on the road with us. We want to make our presence more active on CVENT. Very wide reach. We want to spotlight you that is fair and equal to everyone. We have the platform to do it. Robin Camacho-are you brainstorming? McMahon replied compliment. Chavey stated marching bands have opportunity but prefer to go to Orlando. Stronger plug to attract here. McMahon stated good point. More education. Amber White said we can send out email blast via database/Mailchimp. Sam Pollack said 3rd parties looking at promotional tab and offer first and foremost. If we do not have anything listed, we won't be tagged. White added spotlight gives extra ump to your property.

Helms Briscoe & 3rd Party Messaging

Pollack stated independent planners going out to get business for hotels and get paid by hotels. Be great friends with these 3rd parties. All look at CVENT. I do follow ups after one on one at shows then invite into town. McMahon said has a lot of different areas to get message out. What can we provide them next to get the business? We need to be doing it one better and be creative. Make it memorable. Remember Daytona Beach. White spotlighted Tradeshow follow up. Chavey asked if we would be or them? White said we would work together and discuss. Always give opportunity first to those who attend show with DBACVB. Capozzi asked what is wait time? McMahon replied about a week. White said a lot faster now with templates.

Multi-Year Contracts

Sports Meeting Added Bonus/Referral-Brandon Little we have great facilities. 2 of the most unique in the country are the jack and speedway. Making relationships. Sports loop in with group. It's getting them here. Linda Bowers asked what else can we do? What have we done to bring meeting/events in? Have we targeted? McMahon said have partnership w Skynav. It's a 360 video. Will talk with Kay Galloway. Bring them back in to spotlight sports facilities. Lori Campbell Baker stated there is a cost. Exciting new program. Gives opportunity for virtual site. McMahon said we do a lot of verbal description. Will get more info on our end. Bowers stated that would fill the hole. How cool would that be? Miles stated other destinations already doing it. Little said anything that you think might be sports related please provide to him and he will put out there. More than happy to. People want to bring events here but do we have the capacity? Tara Hart Patterson just got soccer in sand. Group contacted her directly. How do we solicit more? Orlando has the space, but we have the beach. Why not something different, yoga, Zumba etc. Little looking into how we can go after. McMahon what sets us apart? Little said targeting anything that can be hosted on the beach. Berkley asked spoke with anyone about airshows? Little in talks w bringing airshow back. Pretty good conversations. Personal relationships with thunderbirds and blue angels. McMahon said

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they want it here! Feather in promoters cap. If they overwrite it, it could possibly move forward. Possibly something big in 2021 or 2022. May 2021 before Memorial Day or 2022 during needs period.

Mailchimp to data base - hot dates/deals etc.

McMahon loves this program. We can send messages before and after shows. White showed examples. McMahon said it's easy to plug and play. Doesn't really cost us anything. White said as CVB this is a tool we can support you guys with. Pollack said do personalized video. Messaging to lost business database.

Services-Amber White

We want to show our support. Volunteer program-extra wow factor. Offsite recommendations, PR/social media support-can connect with our CVB contacts. Newsletters, group/event specific prior to arrival. Welcome letter upon arrival. Guest speaker. Signage, VIP amenities, banners, welcome bags/tables with area info and coupons. Follow up survey. Post event room pick up. Helps with our reporting and economic pickup. We just want to make you guys shine. McMahon said it goes to help build that relationship. We're not going to share group info. Efrain Vargas said it always helps. Baker said content helps us as a destination. Use to seal the deal.

Sites

Meet qualifications -we can support you with-let us know

FAM participation

Tailor itinerary to whatever the market is. Because we are bed tax funded, please attend if you receive an invitation to receptions/dinners. There's business everywhere. Patterson asked if CVB could assist with FAM. McMahon said absolutely.

Fairshares

White said we send fairshares for client events/FAMS/tradeshows. First come first serve. Reduced cost. McMahon said all time stamped. Chance to attend at a reduced cost. Efrain Vargas said may not be in your market but you'd be surprised the group business you might get. Has worked very well for us.

Client events/Lunch and Learn

McMahon said always trying to create an opportunity where it's just us. We've become very well known for our client events. Highly successful. Baker said kudos to Linda and the team.

Public Participation

Baker said we want to be the solution finders. Did everyone learn at least 1 thing?

Barbara Brown from Sun Viking lodge said thank you for what you do. It's amazing. A rising tide raises all boats.

Patterson said grand opening is March 5th. Will send out invites. Ribbon cutting 4-5p. 5-7p reception.

Adjourn

There being no further business or public participation the workshop was adjourned at 11:27 am.

Submitted by, Chantelle Bravo, Group Sales Coordinator