

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

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Wednesday, July 10, 2024 • 2:00 PM • Daytona Beach Area CVB Offices • Room: Conference Room  
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

**AGENDA**

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|---|--------------------|
| <b>1. Call to Order</b>                                 | <b>Jim Berkley</b> |
| <b>2. Roll Call</b>                                     | <b>Jim Berkley</b> |
| <b>3. Public Participation</b>                          | <b>Jim Berkley</b> |
| <b>4. »* Consent Agenda</b>                             | <b>Jim Berkley</b> |
| a) May 9, 2024 Meeting Minutes                          |                    |
| <b>5. Update</b>  | <b>Jim Berkley</b> |
| a) Florida Society Account Executives Annual Conference |                    |
| b) American Society of Association Executives           |                    |
| c) Destination Southeast                                |                    |
| d) Connect Marketplace                                  |                    |
| <b>6. Digital Edge Presentation</b>                     | <b>Jim Berkley</b> |
| <b>7. New Business</b>                                  | <b>Jim Berkley</b> |
| a) Citywide Conventions                                 |                    |
| b) August Partner Learning Session – Save the date      |                    |
| <b>8. Adjourn</b>                                       | <b>Jim Berkley</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.