

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

Wednesday, July 10, 2024 • 3:00 PM • Daytona Beach Area CVB Offices • Room: Conference Room
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

AGENDA

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|---|----------------------------|
| 1. Call to Order | John Phillips |
| 2. Roll Call | Natasha Hardie |
| 3. Public Participation | John Phillips |
| 4. »* Consent Agenda
a) May 9, 2024 Meeting Minutes | John Phillips |
| 5. Sunshine Law | Lori Campbell Baker |
| 6. Digital Edge Presentation | Mya Surrency |
| 7. Update
a) New Committee Members
b) Sports ETA
c) Florida Sports Foundation Summit | Brandon Little |
| 8. New Business
a) Citywide Conventions
b) August Partner Learning Sessions – Save the date
c) Upcoming Incentive Fund Requests | Brandon Little |
| 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.