

# BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, July 21, 2023 • 9:00 AM • Daytona Beach City Hall – Room 149B  
301 South Ridgewood Avenue, Daytona Beach, FL 32114

The regular meeting of the Biketoberfest® Advisory Committee was called to order by Vice-Chair Tom Guest at 9:03 a.m., July 21, 2023. Jennifer Sims took attendance. The following Committee members were present: Anthony Campagna, Colleen Calnan, Bob Davis, Lucinda Gaudio, Tom Guest, Jeffrey Honeycutt, Janet Kersey, Amy Pyle, and Kelsey Williams. Brian Holt, Will Rossmeyer, and Shelly Rossmeyer Pepe were absent.

## Guests:

Angela Armstrong, Rose Askew, Leonardo Conde, Emory Counts, Shannon Dembala, Theresa Doan, Deric Feacher, Kimberly Flaherty, Barbara Jones, Terri Montgomery, James Morris, Jeremy Nikolow, Jeffrey Onyski, Johnny Pride, Kate Sark, George St. Pierre, Jim Sweeney, Denzil Sykes, John Tamburino, Kenneth Thomas, Ruth Trager, and Warren Trager

## Staff Present:

Lori Campbell Baker, Kay Galloway, Brian Bentley, Sharon Harlow, and Jennifer Sims

## **Public Participation**

None

## **Approval of Minutes**

Tom Guest asked if the Committee or the public had any comments or questions.

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Motion by Bob Davis to approve the June 24, 2022, minutes. Second by Janet Kersey. The motion passed 9-0.

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## **2023 Biketoberfest® Master Plan Review**

Jim Morris and Rose Askew presented the 2023 Biketoberfest® Master Plan. All Master Plan applications were collected and reviewed by CVB staff and submitted to City Staff. In addition, missing documents and application edits were collected/fixed before the meeting.

The Committee and City Staff discussed the 2023 Biketoberfest® Master Plan.

The Committee asked that the application submitted for 200 South Atlantic Avenue be removed from the Master Plan.

Guest asked if the Committee or the public had any comments or questions on the 2023 Biketoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2023 Biketoberfest® Master Plan as presented with the condition that 200 South Atlantic Avenue will be removed.

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Motion by Bob Davis to approve the 2023 Biketoberfest® Master Plan as presented with the condition that 200 South Atlantic Avenue will be removed. Second by Amy Pyle. The motion passed 9-0.

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## **Marketing Update**

Kay Galloway presented the marketing update for Biketoberfest® 2023. Marketing for Biketoberfest® 2023 will use the CVB's assets to communicate with the audience through social media, blogs, press releases, eNewsletters, and information on Biketoberfest.org. Advertising will also be done through various motorcycle-related publications (print and online).

## **New Business**

Galloway reminded the Committee to load any events for Biketoberfest® to Biketoberfest.org.

## **Adjourn**

There being no further business or public participation, the meeting adjourned at 9:35 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager