

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, June 24, 2022 • 10:30 AM • Daytona Beach City Hall – Room 149B
301 South Ridgewood Avenue, Daytona Beach, FL 32114

The regular meeting of the Biktoberfest® Advisory Committee was called to order by the Chair Tom Guest at 10:31 a.m., June 24, 2022. Jennifer Sims took attendance. The following Committee members were present: Tom Guest, Bob Davis, Theresa Doan, Patricia Heard, Brian Holt, Turner Hymes, Janet Kersey, Maria Mojica, Amy Pyle, Will Rossmeyer, and Kelsey Williams. Shauna Metz attended via Teams. Lucinda Gaudio and Shelly Rossmeyer Pepe were absent.

Guests:

Rose Askew, Kristy Binns, Allyson Brown, Xavier Campbell, Shannon Dembala, Kimberly Flaherty, Jeff Honeycutt, Abigail Hubbard, George McGee, Tijuana James, Terri Montgomery, James Morris, Sandy Murphy, Johnny Pride, Wanda Pride, Anne Ruby, Kate Sark, Sheryl Simmons, George St Pierre, Michael Stallworth, Ken Strickland, Jim Sweeney, Denzil Sykes, John Tamburino, Kenneth Thomas, Kioka Wilcox, Alan Yeaton

Staff Present:

Lori Campbell Baker, Kay Galloway, Andrew Booth, Jennifer Sims, Connor Rand, and Tangela Boyd (Teams)

Public Participation

None

2022/2023 Biktoberfest® Committee Elections

Chair

Motion by Will Rossmeyer to nominate Brian Holt to be the Chair of the Biktoberfest® Committee during 2022-2023. Second, by Theresa Doan. The motion passed 11-0.

Vice-Chair

Motion by Theresa Doan to nominate Tom Guest to be the Vice-Chair of the Biktoberfest® Committee during 2022-2023. Second, by Turner Hymes. The motion passed 11-0.

Approval of Minutes

Brian Holt asked if the Committee or the public had any comments or questions.

Motion by Theresa Doan to approve the June 30, 2021 minutes. Second by Janet Kersey. The motion passed 11-0.

2022 Biktoberfest® Master Plan Review

Jim Morris and Rose Askew presented the 2022 Biktoberfest® Master Plan. All Master Plan applications were collected and reviewed by CVB staff and submitted to City Staff. In addition, missing documents and edits to applications were collected/fixed before the meeting.

The Committee and City Staff discussed the 2022 Biktoberfest® Master Plan.

The Committee would like to have the wording "NO HAND DRAWN PLANS ACCEPTED" to be removed from the Master Plan Application.

Motion by Theresa Doan to have the wording "NO HAND DRAWN PLANS ACCEPTED" removed from the Master Plan Application. Second by Amy Pyle. The motion passed 11-0.

Brian Holt asked if the Committee or the public had any comments or questions on the 2022 Biktoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2022 Biktoberfest® Master Plan as presented with contingencies to be corrected by July 6, 2022.

Motion by Theresa Doan to approve the 2022 Biktoberfest® Master Plan as presented with contingencies to be corrected by July 6, 2022. Second by Bob Davis. The motion passed 11-0.

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Marketing Update

Kay Galloway presented the marketing update for Biketoberfest® 2022. Marketing for Biketoberfest® 2022 will be done using the CVB's owned assets to communicate with the audience through social media, blogs, press releases, eNewsletters, and information on Biketoberfest.org.

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 11:40 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager