

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Monday, December 12, 2022, • 2:00 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114

The Meetings & Conventions Committee Advisory Committee was called to order by Jim Berkley at 2:01 PM Monday, December 12, 2022. Attendance was taken by Sharon Harlow and the following members were present, Jim Berkley, Kathy Masterson, Patrick Blankenship, & Laura Radford. Regarding those absent: Linda Bowers, Efrain Vargas, Robin Camacho, Melissa Pegues, and Nancy Guran.

Staff Present: Amber White, Sharon Harlow, Jennifer Sims, Kay Galloway (Zoom), Brenda Redmon, Brandon Little, Tangela Boyd (Zoom), Andrew Booth, Connor Rand, Linda McMahon (Zoom), and Lori Campbell Baker (Zoom).

Guests: Mike Sandler, Kim Ritten (Zoom), and Shane Westervelt.

Public Participation

Connor Rand introduced Shane Westervelt, who updated the committee on new business at Dalmare Italian Chophouse, Riptides, and Racing's North Turn.

Consent Agenda

Linda McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a-c. No quorum to approve consent agenda items.

No quorum present to make motion.

Digital Edge Presentation

McMahon introduced Kim Ritten, who updated the committee on the 2022-2023 fiscal year marketing program and Daytona Beach overview. This included Website Design Refresh, Meetings Video, Sales Kits, and Audit/Strategy Reports.

Travel Schedule 21/22 FY and 22/23 FY

McMahon gave 21/22 FY and 22/23 FY travel overview by introducing Sales Team members Brandon Little and Brenda Redmon who gave highlights of past and future travel.

Hotel Update

McMahon led discussion about partners and properties status, post Hurricanes Ian and Nicole. All present agreed that attendance at committee meetings needs improvement.

New Business

Lori Campbell Baker updated the committee on the new CVB office space.

Adjourn

Jim Berkley adjourned the meeting at 3:02 PM.

Submitted by Sharon Harlow, Group Sales Coordinator