

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, August 25, 2022 • 1:30 PM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114

The Meetings & Conventions Committee Advisory Committee was called to order by Linda McMahon at 1:33 PM, Thursday, August 25, 2022. Attendance was taken by Sharon Harlow and the following members were present; Linda Bowers, Efrain Vargas, Robin Camacho, and Melissa Pegues (Zoom).

Patrick Blankenship, Laura Radford, Nancy Guran, Kathy Masterson, and Jim Berkley were absent.

Staff Present: Amber White, Sharon Harlow, Jennifer Sims, Sam Pollack, Kay Galloway, Brandon Little (Zoom), Tangelia Boyd (Zoom), Andrew Booth, and Linda McMahon (Zoom)

Guests: Sandra Boone, Jeffrey Brown, and Larry Goldman

Public Participation

None

Consent Agenda

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

No quorum present to make motion

Digital Edge Presentation

McMahon updated the committee on the 2022-2023 fiscal year marketing program and Daytona Beach overview. This included website updates, digital media, campaign targeting, content, email marketing, social, and video shoot.

Travel Schedule 21/22 FY and 22/23 FY

McMahon gave 21/22 FY and 22/23 FY travel overview.

McMahon opened the floor for questions and discussion.

Group Sales Activity Report – August 2022

Amber White briefed the committee on new sales report that recaps leads generated, incoming groups, site visits, sales goals, and departments updates.

Recap: Esports Travel Summit

Brandon Little updated the committee on the success of hosting the EsportsTravel Summit and our partnership with Northstar Meetings Group.

Update: Destination Southeast

McMahon informed the committee on the upcoming DBACVB hosted industry tradeshow and FAM.

FAM Accommodations

Discussion between committee on ideas to partner with CVB on FAM accommodation.

New Business

None.

Adjourn

Linda McMahon adjourned the meeting at 2:50 PM

Submitted by Sharon Harlow, Group Sales Coordinator