

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, August 29, 2023 • 11:00 AM • Hard Rock Hotel Daytona Beach, Roxy Room
918 N Atlantic Ave., Daytona Beach, FL 32118

The Meetings & Conventions Committee Advisory Committee was called to order by Linda McMahon at 11:00 AM, Tuesday, August 29, 2023. Roll call was taken by Natasha Hardie and the following members were present: Kathy Masterson, Melissa Pegues, Patrick Blankenship, Robin Camacho, and Yamile Rivera. Jim Berkley, Linda Bowers, Efrain Vargas, Larry Goldman, and Nancy Guran were absent.

Staff Present: Lori Campbell Baker, Linda McMahon, Amber White, Natasha Hardie, Karen DiGiacomo, Brandon Little, Mara Robin, Brenda Redmon, Tangela Boyd (Zoom), Andrew Booth (Zoom), Sharon Harlow (Zoom), Connor Rand (Zoom) and Kay Galloway (Zoom)

Guests: Amy Borges, Danielle Weigel, Tina Torres, and Mae Bodine

Public Participation

None

Consent Agenda

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

No quorum present to make motion.

New Business

McMahon gave an overview of the HelmsBriscoe, CVENT and Digital Edge agreements for the new fiscal year. Members recommended agreements go to the HAAA Board for approval. The sales team provided update on Arrowhead FAM and recent tradeshows. Amber White spoke about the Partner Gateway Portal and its importance.

Digital Edge Presentation

Mae Bodine spoke about trends.

Linda McMahon adjourned the meeting at 12:22PM

Submitted by Natasha Hardie, Group Sales Coordinator