

MEETINGS & CONVENTIONS ADVISORY COMMITTEE BUDGET WORKSHOP MINUTES

Thursday, May 19, 2022 • 3:30 PM • Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach, FL 32118

The Meetings & Conventions and Sports Advisory Committee Budget Workshop was called to order by Jim Berkley at 3:30 PM, Thursday, May 19, 2022. Attendance was taken by Amber White and the following members were present Jim Berkley, Linda Bowers, Efrain Vargas, Robin Comacho, Laura Radford, Melissa Pegues, and Patrick Blankenship. Nancy Guran, Kathy Masterson, and Lisa Crosby were absent.

Staff Present: Amber White, Sharon Harlow, Kay Galloway(Zoom), Sam Pollack, Brenda Redmon, Brandon Little, Tangela Boyd(Zoom), Andrew Booth(Zoom), and Linda McMahon

Guests: Ana Ventura, Barbara Kopala, Mike Sandler, Mara Robin, Shelley Sloan, and Mya Surrency(Zoom)

Call to Order

Jim Berkley calls workshop to order at 3:30 PM

Roll Call

Amber White conducted roll call.

Public Participation

Jim Berkley opened the floor to public participation. Hearing none, he moves on to next agenda item.

Welcome New Committee Members

Linda McMahon welcomed new committee members.

Digital Edge Presentation

Mya Surrency, co-founder of Digital Edge updated the committee on the 2021-2022 fiscal year marketing program and Daytona Beach overview. This included website updates, digital media, campaign targeting, content, email marketing, social, and upcoming video shoot.

Sunshine Law

Linda McMahon reviewed the Sunshine Law.

2022-23 Group Sales Marketing Plan

Linda McMahon opened the floor for questions and discussion.

2022-23 Meetings & Conventions and Sports Budget/Travel

Linda McMahon gave 2022/2023 Tour & Travel budget/travel overview.

Linda McMahon opened the floor for questions and discussion.

Committee present recommended the 2022-23 Tour & Travel Budget/Travel be presented to the HAAA Board.

New Business

None.

Adjourn

Linda McMahon adjourned workshop at 4:12 PM

Submitted by Sharon Harlow, Group Sales Coordinator