

# MEETINGS & CONVENTIONS and SPORTS ADVISORY COMMITTEE BUDGET WORKSHOP MINUTES

Wednesday, May 31, 2023 • 9:00 AM • Daytona Beach Area Convention & Visitors Bureau  
140 S. Atlantic Avenue Ormond Beach, FL 32176, Fifth Floor

The Meetings & Conventions and Sports Advisory Committee Budget Workshop was called to order by Linda McMahon at 9:04 AM, Wednesday, May 31, 2023. Attendance was taken by Amber White and the following members were present Robin Camacho, Efrain Vargas, Kathy Masterson, John Cameron, Mike Sandler, Nancy Guran, Michelle Waddell, Larry Goldman, Yamile Rivera, Anthony Tate, and Patrick Blankenship. Jim Berkley, Linda Bowers, Alyssa Gibson, Melissa Pegues, Sandra Whittington-Boone, John Phillips, Jim Jaworski, Janice Griffin, and Barbara Kopala were absent.

**Staff Present:** Amber White, Lori Campbell Baker, Kay Galloway, Mara Robin, Brenda Redmon, Brandon Little, Brian Bentley (Zoom), Andrew Booth, Connor Rand (Zoom), Jennifer Sims, Natasha Hardie, and Linda McMahon

**Guests:** Vaneza Vale and Kim Ritten(Zoom)

## Call to Order

---

**Linda McMahon calls workshop to order at 9:04 AM**

---

## Roll Call

Amber White conducted roll call.

## Public Participation

Linda McMahon opened the floor to public participation. Hearing none, she moves on to next agenda item.

## Welcome New Committee Members

Linda McMahon welcomed new committee members.

## Digital Edge Presentation

Kim Ritten, Vice President of Business Relations with Digital Edge 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 brief overview of 2023/2024 fiscal year marketing.

## Sunshine Law

Lori Campbell Baker reviewed the Sunshine Law.

## 2023-24 Group Sales Marketing Plan

Linda McMahon opened the floor for questions and discussion.

## 2023-24 Meetings & Conventions and Sports Department Travel/Budget

Linda McMahon, Brenda Redmon, Brandon Little, and Mara Robin gave 2023/2024 budget/travel overview.

Linda McMahon opened the floor for questions and discussion.

Committee recommended the 2023/2024 Meetings & Conventions and Sports Department Travel/Budget be presented to the HAAA Board.

## New Business

None.

## Adjourn

---

**Linda McMahon adjourned workshop at 10:16 AM**

---

Submitted by Natasha Hardie, Group Sales Coordinator