

**MEETINGS ADVISORY Committee Meeting
Tuesday, April 23, 2019
Daytona Beach Area CVB**

AGENDA

- I. Welcome & Introduction** **Jim Berkley, Chair**
- II. Minutes Review** **Jim Berkley, Chair**
- **January 24, 2019 Minutes**
- III. Past Shows** **Linda McMahon and Sales Team**
- **RCMA Emerge- Lynn Miles**
 - **IPEC- Linda McMahon**
 - **Destination Showcase- Lynn Miles**
 - **Your Military Reunion Connection- Sam Pollack**
 - **HelmsBriscoe Eastern Partner Exchange- Sam Pollack and Tara Hamburger**
 - **Plan Your Meetings- Lynn Miles**
 - **Rendezvous South- Sam Pollack**
 - **Connect Diversity- Sam Pollack**
 - **Atlanta Sales Mission/MPI Georgia Tech Summit-Lynn Miles**
 - **Christian Meetings & Conventions Association-Lynn Miles**
 - **ACES/ Sports Exchange- Tara Hamburger**
- IV. Upcoming Shows (May-June)** **Linda McMahon and Sales Team**
- **HelmsBriscoe Annual Business Conference- Linda McMahon and Sam Pollack**
 - **MPI WEC- Linda McMahon**
 - **The Military Reunion Network Show- Sam Pollack**
 - **CVENT Connect- Linda McMahon**
 - **NASC Sports Symposium- Tara Hamburger**
 - **Florida Sports Foundation Summit- Tara Hamburger**
 - **Esports Travel Summit- Tara Hamburger**
- V. Website Review** **Linda McMahon**
- VI. 19/20 Fiscal Year Travel & Promo Schedule** **Linda McMahon**
- VII. Save the Date- Budget Workshop on May 23, 2019** **Linda McMahon**
- **Meetings & Conventions/ Sports 2:00-3:30 pm**
 - **Tour & Travel 3:30-5:00pm**

MISSION: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA– aiding them in the creation and execution of an effective destination marketing plan.

GOAL:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.

VIII. Public Participation

- ADJOURN -

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Your Military Reunion Connection- Sam Pollack -- 2 Leads

1. 22 appointments overall -16 new clients to consider our destination
 2. 2 RFP's offered. Working on 4-5
 3. Working on 1 Site Visit from the event
- HelmsBriscoe Eastern Partner Exchange- Sam Pollack and Tara Hamburger – 2 Leads
 1. New event attended. Great program before their annual business conference
 2. 2 RFP's offered
 3. 1 Site visit conducted already
 - Rendezvous South- Sam Pollack – 2 Leads
 1. Attended show after being the host last year
 2. 20 appointments overall – 5 new clients to consider
 3. 2 new RFP's offered. 1 more coming this month
 - Connect Diversity- Sam Pollack – 4 Leads
 - Attended show after 2 years
 - 40 appointments overall – 5 new clients to consider our destination
 - 4 RFP's offered
 - Working on 2 site visit

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