

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Monday, January 14, 2020 • 11:30 AM • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue Daytona Beach, FL 32114

The Meetings & Conventions Advisory Committee Meeting was called to order by the Chair Jim Berkley at 11:30 am, Tuesday, January 14, 2020. Attendance was taken by Amber White and the following members were present Chris Capozzi, Jenean Chavey, Jim Berkley, Kathy Masterson, Linda Bowers, Michelle Waddell, Patty Alsobrook, Sandra Boone, Wendy Dorman. Nancy Guran, Robin Camacho and Sarah Rasheid were absent.

Staff Present: Lori Campbell Baker, Linda McMahon, Amber White, Sam Pollack, Brandon Little, Tabitha Nanney

Guests: Karen Szemborski, Regan Hansen, Chris Bury, Sharon Fisher, Amy Dumas, Sharon Norris, John Brinkley, Bob Hawes, Shawn Ackerman, Sr, and Libby Gallant

Welcome & Introduction

Jim Berkley called the meeting to order

Consent Agenda

Jim Berkley asked if the Board or the public had any comments or questions.

Motion by Michelle Waddell to approve the Consent Agenda items a-c. Second by Chris Capozzi. Motion passed 9-0.

New Partner Introductions

John Brinkley briefed the committee on Veterans Museum & Education Center located on Beach Street in Daytona Beach. First Tuesday of every month they host a guest speaker that is open to the public. The museum is open 1pm-4pm Tuesday through Saturday.

Presentation

Daytona International Speedway

Regan Hansen introduced herself to the Meetings and Convention Committee as the new Director of Sales for meetings and events at Daytona International Speedway. Hansen comes from AT&T Stadium and Mercedes Benz Stadium and is familiar to running stadium operations and large events.

Website Update

Linda McMahon and Amber White gave an update on the website refresh, which was launched November 2019. The Group Sales Department is working with the Marketing and Communication Departments on updating content.

Upcoming Sales Activities

The Group Sales Department briefed the committee on the following upcoming sales activities: SGMP luncheon, FSAE Roundtable, IPEC, RCMA Emerge, Connect Diversity, Plan Your Meetings, Rendezvous South, CMCA, MPI Tech Summit, Experient Envision 260 and Chicago Sales Mission.

New Business

McMahon briefed the committee on how there has been an increased expense across the board from tradeshow registration to travel. The Daytona Beach Area Convention & Visitors Bureau (DBACVB) is always looking at ways to partner together or bundle to save costs. McMahon stated that Tabitha Nanney with the DBACVB is currently revising the incentive letter to state updated guidelines. The incentive dollars are used to make the business definite to spend in-market. Request must come from the planner and RFP come through the DBACVB.

Market Research & Data Reports

In the committee packet, reports on occupancy, average daily rate and other consumer reports were given to the committee members to review the most recent analytics.

Public Participation

Michelle Waddell asked about if the DBACVB will be hosting a "Session Decompression" in May 2020. McMahon would like to schedule a brainstorming session to see what dates and venues are open to host. The DBACVB will schedule a meeting with area partners.

Linda Bowers stated that the new hotel property located south of The Plaza Resort & Spa has added a year extension and took away some of the hotels rooms for condos.

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Adjourn

There being no further business or public participation the meeting was adjourned at 12:15 p.m.

Submitted by Chantelle Bravo, Group Sales Coordinator