

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Wednesday, February 24, 2021 • 2:30PM • Ocean Center
101 North Atlantic Avenue, Daytona Beach, FL 32118

The Meetings & Conventions Advisory Committee Meeting was called to order by Jim Berkley at 2:00 PM, Wednesday, February 24, 2021. Attendance was taken by Amber White and the following members were present: Jim Berkley, Robin Camacho, Kathy Masterson, Linda Bowers, Mike Sandler, Wendy Dorman, Nancy Guran, Lisa Crosby, and Laura Walker. Efrain Vargas was absent.

Staff Present: Amber White, Linda McMahon, Lori Campbell Baker, Brenda Redmon, Sam Pollack, and Brandon Little.

Guests: Patrick Blankenship, Lynn Miles, Shelley Sloan, Danielle Wannemacher, Adrian Baker, Holly Sabbagh, Lobby Gallant, and Barbara Kopala

A quorum was present.

Public Participation

Welcome and introduction made by Linda McMahon.

Consent Agenda

Jim Berkley asks for a motion to approve Consent Agenda.

Motion by Nancy Guran to approve the Consent Agenda items. Second by Robin Camacho. Motion passed 7-0.

Presentation

Danielle Wannemacher with Joyride, gave the committee a presentation about her business and idea of opening a location in Daytona Beach.

Shelley Sloan introduced herself to the committee as the new Director of Marketing for Tanger Outlets.

Survey

Linda McMahon discussed the survey results from CVB meeting planner database. The survey results covered analytics re: RFP distribution, hosting events, travel, and sales initiatives.

Travel Schedule

The sales department discussed upcoming travel and sales initiatives from April – September 2021.

Advertising

Linda McMahon explained to the committee that she is researching with Northstar Meetings Group on retargeting opportunities.

New Business

None.

Adjourn

Jim Berkley adjourns meeting at 3:15 PM.

Submitted by Amber White, Strategic Conference and Sports Services Coordinator