

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, February 29, 2024 • 2:00PM • Oceanside Executive Center
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

The Meetings & Conventions Advisory Committee Meeting was called to order by Jim Berkley at 2:01 PM, Thursday, February 29, 2024. Attendance was taken by Natasha Hardie and the following members were present: Jim Berkley, Linda Bowers, Efrain Vargas, Kathy Masterson, Mike Sandler, Melissa Pegues, Patrick Blankenship, Robin Camacho and Yamile Rivera. Larry Goldman and Nancy Guran were absent.

Staff Present: Mara Robin, Brandon Little, Andrew Booth, Kay Galloway, Tangela Boyd, Connor Rand, Sharon Harlow, Karen DiGiacomo, Jennifer Sims, Brian Bentley, and Natasha Hardie.

Guests: Holly Sabbagh, and Tim Merlau

A quorum was present.

Public Participation

Welcome and introduction made by Jim Berkley.

Consent Agenda

Jim Berkley asks for a motion to approve Consent Agenda.

Motion by Robin Camacho to approve the Consent Agenda items. Second by Kathy Masterson. Motion passed 9-0.

Update

The sales department discussed travel and sales initiatives from shows attended December 2023 – February 2024.

Presentation

The presentation on sales marketing initiatives was made by Kim Ritten with Digital Edge.

New Business

Each committee member and public present provided an update on their facility and property.

Adjourn

Jim Berkley adjourns the meeting at 2:36p.m.

Submitted by Natasha Hardie, Group Sales Coordinator