

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, May 9, 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 11:01 am, Thursday, May 9, 2024. Attendance was taken by Sharon Harlow and the following members were present: Jim Berkley, Efrain Vargas, Robin Camacho, Yamile Rivera. Larry Goldman, Mike Sandler, Patrick Blankenship, and Holly Sabbagh (zoom). Kathy Masterson, and Nancy Guran were absent.

Staff Present: Mara Robin, Brandon Little, Andrew Booth, Kay Galloway, Tangela Boyd (zoom), Connor Rand, Sharon Harlow, Karen DiGiacomo, Brenda Redmon, Chuck Grimes, and Lori Campbell Baker.

Guests: Monica Paris

A quorum was present.

Public Participation

Welcome and introduction made by Jim Berkley.

2024/25 Committee Elections

A motion by Efrain Vargas to nominate Jim Berkley. Second by Yamile Rivera. Motion passed 8-0.

Consent Agenda

A. Jim Berkley asks for a motion to approve February Meeting Minutes.

Motion by Robin Camacho to approve the February Meeting Minutes. Second by Patrick Blankenship. Motion passed 8-0.

B. Jim Berkley asks for a motion to approve Digital Edge Updates made by Brenda Redmon.

Motion by Yamile Rivera to approve the Digital edge Update. Second by Patrick Blankenship. Motion passed 8-0.

Sunshine Law

Lori Campbell Baker introduced the Sunshine Law

2024/25 Group Sales Marketing Plan

Brenda Redmon presented on the Group Sales Marketing Plan which included 2024/25 Travel Schedule and Budget.

2024/25 Travel Schedule

Motion by Larry Goldman to approve the Travel Schedule. Second by Yamile Rivera. Motion passed 8-0.

2024/25 Budget

Motion by Robin Camcho to approve the Budget. Second by Patrick Blankenship. Motion passed 8-0.

New Business

A point was raised by Larry Goldman about a need to better understand the synergy between the CVB and Convention center and asked that we don't forget about the properties outside the core. Patrick Blankenship spoke to this, highlighting the great relationship between the two, and that many groups who work with the Convention center are looking for walkable hotel properties.

Brandon Little gave a brief update on NCA/NDA as it relates to growth of the program, Bill Boggs' retirement, and the continuation of the event in Daytona Beach.

Brendon Redmon spoke of the upcoming FAM tour for the Faith Based Group Arrowhead, with an RFP for 2028 which would bring 6000 to the area.

Adjourn

Jim Berkley adjourns the meeting at 11:50 am.

Submitted by Sharon Harlow, Communications Specialist