

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
MEETINGS & CONVENTIONS ADVISORY COMMITTEE BUDGET MEETING**

Thursday, May 9, 2024 • 11:00 AM • Daytona Beach Area CVB Offices • Room: Conference Room
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

AGENDA

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| 1. Call to Order | Jim Berkley |
| 2. Roll Call | Jim Berkley |
| 3. Public Participation | Jim Berkley |
| 4. »* 2024/2025 Committee Elections | Brenda Redmon |
| a) »* Chair | |
| 5. »* Consent Agenda | Jim Berkley |
| a) February 29, 2024 Meeting Minutes | |
| b) Digital Edge Update | |
| 6. Sunshine Law | Jim Berkley |
| 7. 2024/25 Group Sales Marketing Plan | Jim Berkley |
| 8. 2024/25 Meeting & Conventions Department | Jim Berkley |
| a) »* 2024/2025 Travel Schedule | |
| b) »* 2024/2025 Budget | |
| 9. New Business | Jim Berkley |
| 10. Adjourn | Jim Berkley |

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

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.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.