

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
SPORTS ADVISORY COMMITTEE BUDGET MEETING**

Thursday, May 9, 2024 • 9:00 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 | John Phillips |
| 2. Roll Call | John Phillips |
| 3. Public Participation | John Phillips |
| 4. »* 2024/2025 Committee Elections | Brandon Little |
| a) »* Chair | |
| 5. »* Consent Agenda | John Phillips |
| a) February 29, 2024 Meeting Minutes | |
| b) Digital Edge Update | |
| 6. Sunshine Law | John Phillips |
| 7. NCA/NDA Recap – Bill Boggs | Brandon Little |
| 8. 2024/25 Group Sales Marketing Plan | John Phillips |
| 9. 2024/25 Sports Department | John Phillips |
| a) »* 2024/2025 Travel Schedule | |
| b) »* 2024/2025 Budget | |
| 10. Sports Funding Guidelines Update | John Phillips |
| 11. New Business | John Phillips |
| 12. Adjourn | John Phillips |

» 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.