

TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

Wednesday July 10, 2024 • 10:00AM • Oceanside Executive Center
140 South Atlantic Avenue, Suite 500, Ormond Beach FL, 32176

The Tour & Travel Advisory Committee Meeting was called to order by Karen DiGiacomo at 10:00am, Wednesday, July 10, 2024. Attendance was taken by Natasha Hardie and the following members were present: Amy Buddemeyer, Anthony Tate (Zoom), Barbara Dilen, Danielle Weigel, Holly Sabbagh, Krista Goodrich, Lean O'Neil, Lucinda Gaudio, Nicole Bajalia, Shaira Graulau, and Vaneza Vale. Ana Ventura, Dallas Abu-Jaoude, Howard Silverstein and Robin Camacho were absent.

Staff Present: Karen DiGiacomo, Brenda Redmon, Lori Campbell Baker, Shannon Pool, Brandon Little, Mara Robin, Kay Galloway, Andrew Booth, Sharon Harlow, Tangela Boyd (Zoom).

Guests: Sandra Whittington Boone and Skip James

Call to Order

Karen DiGiacomo called the meeting to order at 10:00am.

Roll Call

Natasha Hardie conducted roll call.

A quorum was present.

Public Participation

Welcome and introduction made by Karen DiGiacomo. She opened the floor to public participation. Hearing none she moved to the next agenda item.

Committee Elections

Karen DiGiacomo asks for a nomination for Committee Chair

Motion by Krista Goodrich and Second by Shaira Graulau to nominate Danielle Weigel. All were in favor.

Consent Agenda

Karen DiGiacomo asked if the Committee had any comments or questions on the Consent Agenda. Motion by Krista Goodrich and Second by Holly Sabbagh. All were in favor.

Sunshine Law Presentation

Lori Campbell Baker introduced the Sunshine Law

2024/25 Group Sales Marketing Plan

Karen DiGiacomo presented the 2024/25 Marketing Plan which included the Travel Schedule and Budget.

2024/25 Travel Schedule and Budget

Lori Cambell Baker asks for a consensus regarding approval of the Travel Schedule and Budget.

Motion by Krista Goodrich and Second by Danielle Weigel. All were in favor.

Canadian Representation

Karen DiGiacomo updated the committee on desire to have representation in the Canadian Market. Karen is still receiving quotes from potential companies and will have the companies present at the next committee meeting.

Updates

Karen DiGiacomo updated the committee on her travel schedule and sales initiatives for FY 2024/2025 and gave a brief description of each trade show, its target market, and which had Fair Share opportunities. She also briefed the committee on a new Student Tour Market Itinerary

New Business

Brenda Redmon discussed city-wides and asked if the partners felt it was important to their business. There was discussion and the partners expressed their views.

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Adjourn

Karen DiGiacomo adjourns the meeting at 10:52am.

Submitted by Natasha Hardie, Convention Services and Events Specialist