

# TOUR & TRAVEL ADVISORY BUDGET WORKSHOP MINUTES

Wednesday, May 31, 2023 • 10:30 AM • Daytona Beach Area Convention & Visitors Bureau  
140 S. Atlantic Avenue, Ormond Beach, FL 32176

The Tour & Travel Advisory Committee Budget Workshop was called to order by Linda McMahon at 10:37 AM, Wednesday, May 31, 2023. Attendance was taken by Amber White and the following members were present Ana Ventura, Dallas Abu-Jaoude, Robin Camacho, Lucinda Gaudio, Anthony Tate, Vaneza Vale, and Barbara Kopala. Janice Griffin and Krista Goodrich were absent.

**Staff Present:** Amber White, Lori Campbell Baker, Natasha Hardie, Kay Galloway, Jennifer Sims, Brian Bentley (Zoom), Andrew Booth, Karen DiGiacomo (Zoom), and Linda McMahon

**Guests:** Kevin Brett (Zoom), Sarah Hanson (Zoom), Margaret Henriksson (Zoom), and Larry Goldman

## Call to Order

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**Linda McMahon calls workshop to order at 10:37 AM**

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## Roll Call

Amber White conducted roll call.

## Public Participation

Linda McMahon opened the floor to public participation. Hearing none she moved on to next agenda item.

## Welcome New Committee Members

Linda McMahon welcomed new committee members.

## Sunshine Law

Lori Campbell Baker reviewed the Sunshine Law.

## HAT Marketing Update

Kevin Brett, Sarah Hanson, and Margaret Henriksson updated the committee on the travel trade activity from January – May 2023, UK and Irish media, and current market trends in the UK and Europe.

## 2023-24 Group Sales Marketing Plan

Linda McMahon opened the floor for questions and discussion.

## 2023-24 Tour & Travel Department Budget/Travel

Linda McMahon and Karen DiGiacomo gave 2023/2024 Tour & Travel budget/travel overview.

Linda McMahon opened the floor for questions and discussion.

Committee recommended the 2023-24 Tour & Travel Budget/Travel be presented to the HAAA Board.

## New Business

None.

## Adjourn

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**Linda McMahon adjourned workshop at 11:28 AM**

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Submitted by Natasha Hardie, Group Sales Coordinator