

# TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

Tuesday, August 29, 2023 • 9:00 AM • Hard Rock Daytona Beach, Roxy Room  
918 N Atlantic Avenue, Daytona Beach, FL 32118

The Tour & Travel Advisory Committee Meeting was called to order by Linda McMahon at 9:16 AM on Tuesday, August 29, 2023. Attendance was taken by Natasha Hardie and the following members were present: Ana Ventura, Barbara Kopala, Janice Griffin, and Robin Camacho. Anthony Tate, Dallas Abu-Jaoude, Krisa Goodrich, Lucinda Gaudio and Vaneza Vale were absent.

**Staff Present:** Amber White, Lori Campbell Baker, Kay Galloway (Zoom), Sharon Harlow (Zoom), Jennifer Sims, Tangela Boyd (Zoom), Andrew Booth (Zoom), Connor Rand (Zoom), Brian Bentley (Zoom), Karen DiGiacomo, Mara Robin, Linda McMahon and Natasha Hardie

**Guests:** Sarah Hanson (Zoom), Lea-Ann Goltz (Zoom), Juanita Ariza Gomez (Zoom), Jacquie Curtice, Amy Borges, John & Danielle Weigel

## Call to Order

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**Linda McMahon calls meeting to order at 9:16 A.M.**

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## Roll Call

Natasha Hardie conducted roll call.

## Public Participation

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

## Consent Agenda

Linda McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a.- d. There was no quorum to approve consent agenda items.

## New Business

Linda McMahon spoke about the HAT agreement for the new fiscal year. Karen DiGiacomo and Linda McMahon discussed the CAA outreach details. Karen DiGiacomo updated us on WestJet. McMahon briefed us on the VISIT FLORIDA – UK Taste of Florida opportunity with ITV.

## Trends Presentations

Lea-Ann Goltz with VISIT FLORIDA updated the committee on the new trends on Canada. Sarah Hanson with HAT Tourism Marketing briefed the committee on trends in the UK, Germany and Ireland markets. Juanita Ariza Gomez with TM Americas informed us about trends, emerging markets and marketing ideas in the Latin American market.

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**Linda McMahon adjourned the meeting at 10:39 A.M.**

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Submitted by Natasha Hardie, Group Sales Coordinator