

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, June 6, 2025 • 9:00 AM • Daytona Regional Chamber of Commerce
126 East Orange Avenue, Daytona Beach, FL 32114, Room: 2nd Floor Conference Room

AGENDA

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| 1. Call to Order | Brian Holt |
| 2. Roll Call | Brian Holt |
| 3. Public Participation | Brian Holt |
| 4. »* Approval of Minutes | Brian Holt |
| a) Approval of June 7, 2024, Meeting Minutes | |
| 5. »* Biketoberfest® 2025 Master Plan Review | Rose Askew |
| 6. Marketing Update | Brian Bentley |
| 7. New Business | Brian Holt |
| a) 2025 Daytona Beach Bike Week Survey – Brian Bentley | |
| 8. Adjourn | Brian Holt |

» Requires Public Participation time prior to vote

* Indicates action items requiring Committee approval

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.