

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Tuesday, July 1, 2025 • 1:30 P.M. Oceanside Executive Center
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

The Meetings & Conventions Advisory Committee Meeting was called to order by Brenda Redmon at 1:30 p.m., Tuesday, July 1, 2025. Attendance was taken by Rashanda Denson. The following members were:

Present: Angela Hearn, Connie Hagston, Holly Sabbagh, Kathy Masterson, Lauren Whisenant, Mike Sandler, Patrick Blankenship, Theresa Delin and Yamile Rivera.

Absent: Efrain Vargas, Jim Berkley

Staff Present: Mara Robin, Brandon Little, Brenda Redmon, Shannon Echemendia, Gabriela Amado, Andrew Booth, Karen DiGiacomo, Kay Galloway (Zoom), Jennifer Sims, Tangela Boyd, Connor Rand (Zoom), Sharon Harlow (Zoom), Lori Campbell Baker, and Rashanda Denson.

Guests: Attorney Giff Chumley (Volusia County), Jamie Fuller and Mae Bodine (Digital Edge), Rudy Webb, Niki Kaylor and Mason Moore (Paradise Advertising and Marketing), Brett and Kathy Holden (Racing's North Turn), and Taylor Williams (Max Beach Resort)

Call to Order

Brenda Redmon called the meeting to order at 1:30 p.m.

Roll Call

Rashanda Denson conducted a roll call.

A quorum was present.

Public Participation

There was no public participation.

Consent Agenda

The Committee approved the consent agenda.

Motion was made by Patrick Blankenship to approve the Consent Agenda. Seconded by Holly Sabbagh. Motion passed unanimously.

Digital Edge: Jamie Fuller, Digital Edge provided an overview of the Executive Summary which showed metrics and goals/objectives from October 2024- June 2025.

M & C Marketing Agency Presentations

The Committee heard and discussed presentations from two marketing agencies: Digital Edge and Paradise Advertising and Marketing.

A motion was made by Kathy Masterson to approve Paradise Advertising and Marketing as the new Marketing Agency for 2025–2026. The motion was seconded by Patrick Blankenship and passed unanimously.

Marketing Updates

Tangela Boyd provided a marketing update to the group, highlighting recent social media efforts and, eNewsletters, and presenting the new Top Reasons to Meet in Daytona Beach video.

Communications updates: Andrew Booth shared Communications and Public Relations updates which included the following press releases:

- NCA/NDA: Daytona Beach has secured the bid for NCA/NDA Championship for 2027- 2030.
- Kay Galloway, Chief Marketing Officer: Earned CDME, Certified Destination Management Executive certification through Destinations International. This is the highest level of professional education for leaders in destination marketing and management.
- Welcome to Rockville: Over 230,000 fans during a 4-day concert with bands on five stages. Next year's event will be held May 7-10, 2026.

- Additional press releases included: Visitor's Choice, Memorial Day Weekend, What's New in Daytona Beach for the Summer and the July 4th activities.
- Two additional FAM Visits are scheduled during the summer.
- Sharon Harlow shared the new service to present to team members to inform them of what is happening in the area.

Updates/Upcoming Travel

- Associations:** Shannon Echemendia attended Small & Boutique Meetings in Burlington, VT (hosted a breakfast), and HelmsBriscoe in Toronto with Mara Robin and Brandon Little. She will attend FSAE next week with Gabriela Amado.
- Corporate:** Mara Robin attended Incentive Live in Puerto Rico (hosted a breakfast) and HelmsBriscoe in Toronto. Upcoming events include the Hospitality Sales & Marketing Association International (HSMIAI) event on July 17th and the Meet Well Summit in Orlando this August. She also shared an update on the National Square Dance Convention, noting that Lori Campbell Baker and Lena O'Neil from the Ocean Center attended on her behalf.
- Sports:** Brandon Little thanked partners for their support in securing the bid for the NCA/NDA Championship for 2027–2030. He also provided a recap of his recent travel and an overview of upcoming trips.
- Faith:** Brenda Redmon gave an update on her recent and upcoming travel. She also attended a show on Shannon's behalf that coincided with another meeting.
- Tour and Travel:** Karen DiGiacomo shared travel updates, including next week's Orlando Sales Mission and an August Post Connect FAM Tour.
- Convention Services:** Gabriela Amado has been actively supporting Convention Services requests and meeting with new clients.

2025/26 Meetings & Conventions Budget

Brenda Redmon informed the committee that the budget process is moving forward. Lori Campbell Baker added that the full budget has been presented to the board, which will vote on it on July 9 with the final vote.

New Business

- Updates:
 - Ocean Center beginning of 2026, the Ocean Center will receive a face lift inside and outside.
 - A new 3,000 sq. ft building is being built at Jackie Robinson Stadium. This will open up a new meeting space as well.

Adjourn

Brenda Redmon adjourned the meeting at 2:55 p.m.

Submitted by Rashanda Denson, Group Sales Coordinator
