

# TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

Tuesday, July 1, 2025 • 11:00 a.m. • 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 11:01 a.m., Tuesday, July 1, 2025. Attendance was taken by Rashanda Denson. The following members were:

**Present:** Amy Buddemeyer, Andrea White-McNeil, Dallas Abu-Jaoude, Danielle Weigel, Leah O'Neil, Lucinda Gaudio, Nicole Bajalia, Renee Rishel and Tony Puglia.

**Absent:** Shaira Graulau.

**Staff Present:** Brenda Redmon, Lori Campbell Baker, Karen DiGiacomo, Brandon Little, Andrew Booth, Gabriela Amado, Jennifer Sims (Zoom), Sharon Harlow, Brian Bentley (Zoom), Tangela Boyd (Zoom) and Rashanda Denson.

**Guests:** Attorney Giff Chumley (Volusia County), Kevin Brett and Sarah Hanson (HAT Marketing), Brett and Kathy Holden (Racing's North Turn), and Steve Gooch (Fun Coast Tours)

## Call to Order

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Danielle Weigel called the meeting to order at 11:00 am.

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## Roll Call

Rashanda Denson conducted the roll call.

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A quorum was present.

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## Welcome New Members

The following new members were welcomed to the Tour and Travel Committee: Andrea White-McNeil, Renee Rishel and Tony Puglia.

## Public Participation

There was no public participation.

## Consent Agenda

The Committee approved the consent agenda.

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Motion was made by Dallas Abu-Jaoude to approve the Consent Agenda. Seconded by Nicole Bajalia. Motion passed unanimously.

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**HAT Marketing:** Delivered the UK Sales & Marketing Presentation for May-June 2025.

**VoX International:** Karen DiGiacomo shared an update for April/May 2025 on behalf of VoX International.

## Travel Updates/Upcoming Travel

- a) IPW: Chicago, IL- June 14-18, 2025
- b) SYTA: Savannah, GA- August 22-25, 2025
- c) Connect Spring: Miami, FL- August 25-27, 2025

## Orlando Sales Mission (July 9-11, 2025)

Karen provided an update for the upcoming Orlando Sales Mission. Opportunities are open for partners to provide giveaways and add property information to goodie bags.

## Connect Marketplace Post FAM (August 29-30, 2025)

Karen shared the plans for the After Connect Marketplace Post FAM. Visitors will spend two days in Daytona Beach to learn about the area. Two additional days have been added on August 30- August 31<sup>st</sup> for visitors interested in Golf and Black History Tours.

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## TravPro Mobile

TravPro Mobile is the new online travel agent training program. Through completion of this training, travel agents become Certified Daytona Beach Authorized Travel Agents. This training program is also translatable in seven languages.

## Communications Update:

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 4<sup>th</sup> activities.

## New Business

- a. Holiday Itinerary
- b. Student Tour Sealife Program: Karen provided an overview of the student/marine life program that is currently being developed.
- c. Partners' Business and Marketing Updates: Partners shared business updates, marketing needs, and packaging information. They were also reminded that they are welcome to use any of the CVB's marketing itineraries or videos.
- d. CVB Services: The CVB will offer information sessions for front desk staff at local hotels and attractions to ensure they are well-informed about area offerings.

## Adjourn

Danielle Weigel adjourned the meeting at 12:20 p.m.

Submitted by Rashanda Denson, Group Sales Coordinator