

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, June 25, 2026 • 1:30 P.M. • Jackie Robinson Ballpark
105 E. Orange Avenue, Daytona Beach, FL 32176

The Meetings & Conventions Advisory Committee Meeting was called to order by Kathy Masterson at 1:30 p.m., Thursday, June 25, 2026. Attendance was taken by Kathy Masterson. The following members were:

Present: Connie Hagston, Glenda Billings, Holly Sabbagh, Jim Berkley, Kathy Masterson, Mike Sandler, Nancy Vargas, Patrick Blankenship and Theresa Delin.

Absent: Melissa Hanna, Sheila Thero and Yamile Rivera.

Staff Present: Brandon Little, Brenda Redmon, Gabriela Amado, Karen DiGiacomo, Mara Robin, Holly Lieberman, Shannon Echemendia, Sharon Harlow, Kay Galloway and Lori Campbell Baker.

Guests: No guest participation.

Call to Order

Kathy Masterson called the meeting to order at 1:30 p.m.

Roll Call

Kathy Masterson conducted a roll call.

A quorum was present.

Public Participation

There was no public participation.

Consent Agenda

The Consent Agenda included one item: May 2026 Meeting Minutes Approval.

The Committee approved the consent agenda.

Motion was made by Theresa Delin to approve the Consent Agenda. Second by Patrick Blankenship. Motion passed unanimously.

Paradise Advertising: Niki Kaylor delivered the Paradise Presentation for May -June 2026.

Marketing Update:

Kay Galloway provided the Marketing Update with the following information:

- Refreshed landing page for M&C website for SEO/AEO
- LinkedIn graphics promoting staff at show/conventions
- Educational series for LinkedIn organic including photos, reels, videos (starts August)
- Blog content: Why Meeting Planners Need to Use Daytona Beach Area CVB for Conventions & Events
- Upcoming eNewsletters
- Promoting two incentive programs Cvent profile and microsite

Communications Update:

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Sharon Harlow provided the Communications Update with information on Media FAMs, media interviews, and releases.

New Business:

The DBCVB presented the proposed dates for the 2027 Committee Meetings. The dates are still subject to approval by the Board.

Adjourn

Kathy Masterson adjourned the meeting at 2:56 p.m.

Submitted by Gabriela Amado, Convention Services and Events Coordinator.