

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

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

The regular meeting of the Biketoberfest® Advisory Committee was called to order by Chair Brian Holt at 9:01 a.m., June 6, 2025. Jennifer Sims took attendance. The following Committee members were present: Brian Danahy, Lucinda Gaudio, Tom Guest, Lyndsey Gilreath, LaVeta Hayes, Brian Holt, Janet Kersey, Michael LeFiles, and Amy Pyle.

Guests:

Rose Askew, Mike Atack, Jeff Brown, Tim Buckley, Ashley Carson, Steven Catalano, Louisa Cue, Vincent Cue, Kim Flaherty, Kim Gernert, Turner Hymes, Tijuana James, Lisa Krebs, Nikki Owens, Hannah Pollock, George St. Pierre, Bill Rhodes, Lee Sams, Denzil Sykes, and John Tamburino

Staff Present:

Lori Campbell Baker, Kay Galloway, Brian Bentley, Connor Rand, and Jennifer Sims. Gabriela Amado and Ashley Mesmer attended via Zoom Video Conferencing Software.

Public Participation

None

Approval of Minutes

Brian Holt asked if the Committee or the public had any comments or questions.

Motion by Tom Guest to approve the June 6, 2025, minutes. Second by LaVeta Hayes. The motion passed 7-0.

2025 Biketoberfest® Master Plan Review

Jeff Brown and Rose Askew presented the 2025 Biketoberfest® Master Plan. City staff collected and reviewed all Master Plan applications.

The Committee and City Staff discussed the 2025 Biketoberfest® Master Plan.

Holt asked if the Committee or the public had any comments or questions on the 2025 Biketoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2025 Biketoberfest® Master Plan as presented.

Motion by Amy Pyle to approve the 2025 Biketoberfest® Master Plan as presented. Second by Janet Kersey. The motion passed 8-0.

Marketing Update

Brian Bentley presented a recap of the 2024 rally and a marketing update for Biketoberfest® 2025. The marketing for Biketoberfest® 2025 will use the CVB's assets to communicate with the audience through social media, blogs, press releases, eNewsletters, and information on Biketoberfest.org. Advertising will also be done through various motorcycle-related publications (print and online).

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 9:58 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager