

# BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, June 7, 2024 • 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 9:00 a.m., June 7, 2024. Jennifer Sims took attendance. The following Committee members were present: Anthony Campagna, Brian Holt, Janet Kersey, Kelsey Potenza, Jeffrey Honeycutt, Tom Guest, and Robert Stacy. Brian Danahy and Lucinda Guadio attended via Zoom Video Conferencing Software.

## Guests:

Rose Askew, Jeff Brown, Nikki Brown, Shannon Dembala, Maria Ellis, George Engram Jr, Lyndsey Gilreath, Heidi Hatheway, LaVeta Hayes, Melissa Janssens, Terri Montgomery, Daniel Strom, Jim Sweeney, Denzil Sykes, John Tamburino, and Amanda Villa.

## Staff Present:

Kay Galloway, Andrew Booth, Brian Bentley, Connor Rand, and Jennifer Sims. Natasha Hardie 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.

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Motion by Tom Guest to approve the June 7, 2024, minutes. Second by Robert Stacy. The motion passed 9-0.

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## **2024 Biketoberfest® Master Plan Review**

Jeff Brown and Rose Askew presented the 2024 Biketoberfest® Master Plan. City staff collected and reviewed all Master Plan applications. Points from the meeting:

- Missing documents and application edits were collected/fixed before the meeting.
- More than 90% of the applications have been preapproved by staff. The Fire Marshall had questions for some of the food vendors who were not meeting the 10-foot separation guideline.

The Committee and City Staff discussed the 2024 Biketoberfest® Master Plan.

Holt asked if the Committee or the public had any comments or questions on the 2024 Biketoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2024 Biketoberfest® Master Plan as presented with corrections to be done before the July City Commission meeting.

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Motion by Tom Guest to approve the 2024 Biketoberfest® Master Plan as presented with corrections to be done before the July City Commission meeting. Second by Anthony Campagna. The motion passed 9-0.

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## **Marketing Update**

Kay Galloway presented a recap of the 2023 rally and a marketing update for Biketoberfest® 2024. The marketing for Biketoberfest® 2024 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**

Galloway reminded the Committee to load any events for Biketoberfest® to Biketoberfest.org. App awareness tent cards will be distributed to local hotels and restaurants, and The Zimmerman Agency is conducting a photo shoot involving motorcycles.

## **Adjourn**

There being no further business or public participation, the meeting adjourned at 9:30 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager