

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Wednesday, May 14, 2025 • 1:30P.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., Wednesday, May 14, 2025. Attendance was taken by Rashanda Denson. The following members were:

Present: Jim Berkley, Angela Hearn, Connie Hagston, Efrain Vargas, Holly Sabbagh, Kathy Masterson, Mike Sandler, and Patrick Blankenship.

Absent: Yamile Rivera

Staff Present: Mara Robin, Brandon Little, Brenda Redmon, Andrew Booth, Karen DiGiacomo, Kay Galloway, Tangela Boyd (Zoom), Sharon Harlow (Zoom), Rashanda Denson, and Lori Campbell Baker.

Guests: Jamie Fuller, Director of Client Strategy, Digital Edge; Sheila Thero-Director of Sales and Marketing, Hilton Daytona Beach Oceanfront

Call to Order

Jim Berkley called the meeting to order at 1:30 p.m.

Roll Call

Rashanda Denson conducted roll call.

A quorum was present.

Public Participation

There was no public participation.

Committee Elections

The Committee approved Jim Berkley's reappointment as Committee Chair.

Motion was made by Holly Sabbagh to approve the Committee Chair. Seconded by Patrick Blankenship. Motion passed unanimously.

Consent Agenda

The Committee approved the consent agenda.

Motion was made by Kathy Masterson to approve the Consent Agenda. Seconded by Patrick Blankenship. 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- April 2025.

Communications updates: Andrew Booth shared updates on Communications and Public Relations, including recent press releases, Familiarization (FAM) Tours, and upcoming Rendezvous events. He also introduced the newly refreshed Arts Map.

Updates

- a) **Associations:** Shannon Echemendia provided an update on the shows that have taken place since the last meeting and gave an overview of her upcoming trade show schedule. She will be attending Small

& Boutiques in traveling to Burlington, VT. and HelmsBriscoe in Toronto, Canada along with Mara Robin and Brandon Little.

- b) **Corporate:** Mara Robin shared her tradeshow updates and upcoming tradeshow. She will be attending the Incentive Live Conference in Puerto Rico, and HelmsBriscoe in Toronto, Canada. In addition, Mara and several partners hosted a HelmsBriscoe Luncheon in Orlando.
- c) **Sports:** Brandon Little is currently attending a tradeshow. Brenda provided an update regarding the NCA/NDA College Nationals on his behalf.
- d) **Faith:** Brenda Redmon provided updates on her travel and pending conferences. In addition, she attended a show on Shannon's behalf that was at the same time as another meeting.
- e) **Tour and Travel:** Brenda provided a quick update regarding Karen DiGiacomo's market while she is out. Including an upcoming planning meeting with VoX International.
- f) **Convention Services:** Brenda Redmon introduced our new Convention Services Specialist, Gabriela Amado.

2025/26 Meetings & Conventions Department

Brenda Redmon provided an overview of the 2025-26 Meetings & Conventions Travel Schedule and proposed budget. She also provided an overview of the budget line items and the tradeshow that the Sales Managers will attend for the year.

Motion was made by Patrick Blankenship to approve the Travel Schedule and Budget. Seconded by Kathy Masterson. Motion passed unanimously.

New Business

- a) **Coffee & Connections:** May 16, 2025 @ 8:30am – Starry Night Gallery on Beach St. in Downtown Daytona.

Adjourn

Jim Berkley adjourned the meeting at 2:06 p.m.

Submitted by Rashanda Denson, Group Sales Coordinator
