

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, November 13, 2025 • 1:30 P.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 Kathy Masterson at 1:30 p.m., Thursday, November 13, 2025. Attendance was taken by Jennifer Sims. The following members were:

Present: Kathy Masterson, Angela Hearn, Connie Hagston, Mike Sandler, Patrick Blankenship, Theresa Delin, and Yamile Rivera.

Absent: Holly Sabbagh

Staff Present: Mara Robin, Brandon Little, Brenda Redmon, Gabriela Amado, Andrew Booth, Karen DiGiacomo, Kay Galloway, Jennifer Sims, and Lori Campbell Baker.

Guests: Rudy Webb and Stephanie McKinnon (Paradise Advertising and Marketing), Melissa Effinger (Bahama House), Janice Griffin (Bahama House), Cindy Garcia (Landshark), and Cassie Anderson (DMC).

Call to Order

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

Roll Call

Jennifer Sims conducted a roll call.

A quorum was present.

Public Participation

There was no public participation.

Consent Agenda

The Consent Agenda included three items: September Meeting Minutes Approval, 2026 M&C Committee Meeting Dates, and CMCA Break Sponsorship.

The Committee approved the consent agenda.

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

2026 M&C Committee Meeting Dates

Motion was made by Yamile Rivera to approve the 2026 M&C Committee Meeting dates. Seconded by Patrick Blankenship. Motion passed unanimously.

CMCA Break Sponsorship

Motion was made by Angela Hearn to approve the CMCA Break Sponsorship. Seconded by Connie Hagston. Motion passed unanimously.

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Paradise Advertising and Marketing: Delivered Initial Presentation.

A motion was made by Theresa Delin to approve the “500 Things” Campaign. Second by Mike Sandler. Motion passed unanimously.

Marketing Updates

Kay Galloway shared the following marketing updates:

- October newsletter to Canada
- Guest Pass Program Growth
- Savor September

Communications Update:

Andrew Booth shared Communications and Public Relations updates, which included the following press releases and FAMS:

- Biketoberfest®
- MotoPassport Scavenger Hunt
- Fall Festivals
- Holiday Releases
- What’s new in 2026
- Speed Season
- FAMS

Updates/Upcoming Travel -

Association/Faith (Brenda/Gabriela)

- a) IMEX
- b) Holiday Party - Tallahassee
- c) Connect Faith

New Business

- a) Partner Learning Session
- b) Coffee & Connections- November 21, 2025 @ 8:30 am, Rose Villa Restaurant – 43 W Granada Blvd, Ormond Beach, FL 32174

Adjourn

Kathy Masterson adjourned the meeting at 2:35 p.m.

Submitted by Gabriela Amado, Convention Services and Events Coordinator.