

**DAYTONA BEACH AREA CONVENTION & VISITORS BUREAU
MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING**

Thursday, September 10, 2026 • 1:30 PM • Ocean Center – Room: 104AB
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

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|-----|---|----------------------|
| 1. | Call to Order | Brenda Redmon |
| 2. | Roll Call | Jennifer Sims |
| 3. | Public Participation | Brenda Redmon |
| 4. | »* Consent Agenda
a) Approval of the June 25, 2026, Meeting Minutes
b) 2027 Meeting Dates
c) August 2026 End of Month Website/Social Media Report | Brenda Redmon |
| 5. | Department Updates
a) Marketing: Tangela Boyd
b) Communications/PR: Andrew Booth | Brenda Redmon |
| 6. | Paradise Advertising & Marketing
a) »* 2026/27 Media Plan: Paradise Advertising
b) Campaign Update: Paradise Advertising | Brenda Redmon |
| 7. | Agreement Renewals
a) »* Cvent
b) »* HelmsBriscoe | Brenda Redmon |
| 8. | Sales Team Updates & Upcoming Travel | CVB Staff |
| 9. | New Business | Brenda Redmon |
| 10. | Adjourn | Brenda Redmon |

UPCOMING MEETING DATES:
November 12, 2026, at 1:30 PM
January 7, 2027, at 1:30 PM
Location: TBD

» Requires Public Participation time prior to vote
* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well-versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA, aiding them in the creation and execution of an effective destination marketing plan.