

MEETINGS & CONVENTIONS ADVISORY COMMITTEE MEETING MINUTES

Thursday, September 11, 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 Brenda Redmon at 1:31 p.m., Thursday, September 11. Attendance was taken by Rashanda Denson. The following members were:

Present: Angela Hearn, Connie Hagston, Holly Sabbagh, Kathy Masterson, Patrick Blankenship, and Theresa Delin.

Absent: Efrain Vargas, Jim Berkley, Mike Sandler, and Yamile Rivera.

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

Guests: Mae Bodine (Digital Edge), Niki Kaylor and Stephanie McKinnon (Paradise Advertising and Marketing), Nancy Vargas (Majestic Tours and Transportation), Sheila Thero (Hilton), Rachel George (The Shores Resort & Spa), and Daylin Arnette (The Ambrose).

Call to Order

Brenda Redmon called the meeting to order at 1:31 p.m.

Roll Call

Rashanda Denson conducted a roll call.

A quorum was not present initially; however, it was later established.

Public Participation

There was no public participation.

Consent Agenda

The Consent Agenda included three items: July 1, 2025 Minutes, CVENT Contract and HelmsBriscoe Contract.

The Committee approved the consent agenda.

Motion was made by Patrick Blankenship to approve the Consent Agenda. Seconded by Holly Sabbagh. Motion passed unanimously.

CVENT

Motion was made by Kathy Masterson to approve the CVENT Contract. Seconded by Holly Sabbagh. Motion passed unanimously.

HelmsBriscoe

Motion was made by Angela Hearn to approve the HelmsBriscoe Contract. Seconded by Patrick Blankenship. Motion passed unanimously.

Digital Edge: Mae Bodine, Digital Edge provided an overview of the Executive Summary, which showed metrics and goals/objectives from October 2024- August 2025. She will also provide a wrap up report and provide some recommendations for continuation as the CVB moves to Paradise Advertising and Marketing.

Marketing Updates

Kay Galloway provided a marketing update to the group, highlighting recent social media efforts, eNewsletters, and videos:

- Savannah Bananas video
- Group Sales Team video

In addition, she also shared information about Tourism Partner Day which takes place October 9, 2025.

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

- Labor Day activities
- Savor September
- Biketoberfest
- Fall Festivals
- Moto*Passport* Scavenger Hunt
- Biketoberfest 4-Day Itinerary
- Updating Accessibility Content with Steve Deal
- FAMS
- Local Media Interviews
- Merger of Lori Rowe & Company with Paradise Advertising and Marketing

Updates/Upcoming Travel

- a) **Associations:** Shannon Echemendia attended Destinations SE, Connect Marketplace and MPI Educon and Brenda will be attending IMAX. She is also transitioning to the Faith, Government and Social markets.
- b) **Corporate:** Mara Robin attended the Preview Summit and Connect Marketplace. She has already received two RFPs from this meeting.
- c) **Sports:** Brandon Little has attended HelmsBriscoe, LamontCo., and Connect Marketplace. He is also preparing to visit the TEAMS Conference in Orlando along with the Ocean Center.
- d) **Faith:** Brenda Redmon shared that she is currently searching for a new Associations Sales Manager. In addition, she has attended ASAE and will be attending Small Market Meetings next week. She will be attending the IMAX tradeshow. Finally, she informed the committee that Convention PlanIt is now live.
- e) **Tour and Travel:** Karen DiGiacomo shared her new market updates and has just completed her first site visit with her new market. In addition to Tour and Travel, she has added Fraternities and Sororities and Family Reunions. She has also attended SYTA, Connect Marketplace and hosted a Post Connect Marketplace FAM (Familiarization Tour). Finally, Karen will be hosting another FAM with Hays Travel and Ocean Holidays September 22nd-24th.
- f) **Convention Services:** Gabriela Amado is actively supporting Convention Services requests and meeting with new clients.

New Business

- a) Meetings & Conventions Chair
 - a. Jim Berkely is taking on a new role and will be moving to the Orlando Market. He has resigned his position as Chair of the Meetings and Conventions Committee. A nomination was made to elect Kathy Masterson, Hard Rock Hotel, as the new Chair.

Motion was made by Patrick Blankenship to select Kathy Masterson as the new M & C Chair. Seconded by Theresa Delin. Motion passed unanimously.

Adjourn

Brenda Redmon adjourned the meeting at 2:44 p.m.
Submitted by Rashanda Denson, Group Sales Coordinator
