

ARTS, CULTURE & HERITAGE TOURISM ADVISORY COMMITTEE MEETING

Thursday, February 1, 2024 • 3:30 PM • Daytona Beach Area Convention & Visitors Bureau
Oceanside Executive Center • 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

AGENDA

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| 1. Call to Order | Dave Castagnacci |
| 2. Roll Call | Dave Castagnacci |
| 3. Public Participation | Dave Castagnacci |
| 4. * Consent Agenda | Dave Castagnacci |
| a. Approval of the November 2, 2023, Minutes | |
| 5. Arts & Culture Content & Updates – Lori Campbell Baker | Dave Castagnacci |
| 6. New Business | Dave Castagnacci |
| 7. Adjourn | Dave Castagnacci |

NEXT MEETING: Thursday, May 2, 2024, 3:30 p.m.

Location: 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

* Indicates item requiring Committee approval

>> Indicates item requiring public participation prior to Committee recommendation

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.

GOAL: The Arts & Culture Advisory Committee meets quarterly to assist staff in reviewing CVB content and to share information with and from the arts and culture community to help ensure that arts and culture is well represented in marketing the destination to visitors.