

ARTS, CULTURE & HERITAGE TOURISM ADVISORY COMMITTEE REGULAR MEETING

Thursday, February 4, 2021 • 3:30 PM • Ocean Center • Room 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

The regular meeting of the Arts, Culture & Heritage Tourism Advisory Committee was called to order by the Chair Dave Castagnacci at 3:33 p.m., February 4, 2021.

Jennifer Sims took attendance, and the following members were present: Dave Castagnacci, Adrienne Barker, Frank Gromling, Stephanie Mason-Teague, and Jim O'Shaughnessy. Absent: Sara Brandel, Bob Davis, and Debbie Holley.

Guests:

None

Staff Present:

Lori Campbell Baker, Kate Holcomb, and Jennifer Sims

Public Participation

None

Consent Agenda

Included in the consent agenda were the minutes from the August 6, 2020 meeting. Castagnacci asked if the Committee had any comments or questions on Consent Agenda, item a. Hearing none, he entertained a motion to approve the Consent Agenda, item a.

Stephanie Mason-Teague made a motion to approve the Consent Agenda, item a. Second, by Adrienne Barker. The motion passed 5-0.

Arts & Culture Content and Updates

Kate Holcomb reported on what the CVB has been doing to keep Daytona Beach in front of mind since the Committee's last meeting in August 2020. Items of discussion were: blogs, press releases, social media, CVB campaigns, digital advertising, and analytics from the Arts & Culture section of DaytonaBeach.com.

The Committee was shown the new "Cars, Craft, and Culture – The Ultimate Daytona Beach Trail Guide," which includes the Share the Heritage Trail, Motorsports Trail, Iconic Trail, Hiking & Biking Trails, Monuments & Statue Trail, and the Ale Trail.

New Business

Individual Committee members shared information and updates regarding the area's Arts & Culture community with the CVB staff.

Adjourn

There being no further business, the meeting was adjourned at 4:18 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager