

**MEETINGS ADVISORY Committee Meeting
Tuesday, April 23, 2019
Daytona Beach Area CVB**

AGENDA MINUTES

Committee Members Present:

Chris Capozzi, Efrain Vargas, Jim Berkley, Michelle Waddell, Patty Devine Alsobrook, Robin Camacho, Wendy Dorman

Committee Members Absent:

Janice Griffin, Jenean Chavey, Kathy Masterson, Kelly Kinney, Linda Bowers, and Nancy Guran

Guests:

Patrick Blankenship, Trish Mucciolo, and Libby Gallant

Staff:

Lori Campbell Baker, Lynn Miles, Sam Pollack, Tara Hamburger, Amber White, Tatiana Carr, Kate Holcomb, Charles Grimes, and Jennifer Sims

I. Welcome & Introduction

Jim Berkley, Chair

- Jim Berkley calls the meeting to order on Tuesday, April 23, 2019 at the Daytona Beach Area Convention & Visitors Bureau
- Tatiana Carr does roll call

II. Minutes Review

Jim Berkley, Chair

- **January 24, 2019 Minutes**
 - Robin Camacho makes a motion to approve the minutes from the January 24, 2019 meeting
 - Efrain Vargas seconds the motion to approve minutes from the January 24, 2019 meeting

III. Past Shows

Linda McMahon and Sales Team

- **RCMA Emerge- Lynn Miles**
 - 8 partners attended the show with Lynn
 - CVB/ Partners sponsored the Professional Headshot Lounge
 - 250 people participated in the h
 - Received 4 to 5 RFPS
 - Robin Camacho thought that RCMA was a very successful show
 - Largest faith based show that Lynn attends
- **IPEC- Linda McMahon**
 - Linda McMahon was not in attendance
- **Destination Showcase- Lynn Miles**
 - Patrick Blankenship attended Destination Showcase with Lynn
 - Lynn and Patrick hosted a client event at the Old Ebbit Grill across from the White House
 - The format of the show booths have changed to kiosk but each destination has different graphics
- **Your Military Reunion Connection- Sam Pollack**
 - This was Sam's fifth year attending YMRC
 - The show was well attended

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:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.

- 20-22 military planners
- Sam received 3 RFP's and is still working on site visits
- Sam will be attending YMRC in Rhode Island later this year; if a partner would like to attend please reach out to Sam
- **HelmsBriscoe Eastern Partner Exchange- Sam Pollack and Tara Hamburger**
 - First Eastern Partner Exchange that has ever taken place (Atlanta, GA)
 - One hour to do 6 one on ones with HelmsBriscoe associates
 - Sam and Tara received 2 RFP's and 1 site visit
 - Sam would like to attend next year
 - Sam and Tara hosted 14 HelmsBriscoe associate at a client dinner
 - 30 suppliers attended
 - There are a lot of opportunities for sports through HelmsBriscoe
- **Plan Your Meetings- Lynn Miles**
 - Meeting Planners International (MPI) now hosts PYM
 - Reverse tradeshow
 - During PYM Lynn met 4 Atlanta based planners that she invited to be VIP guests at the MPI Georgia Tech Summit
 - Lynn is working on a piece of business now and had a site visit
 - She would like to keep this show in the travel schedule
- **Rendezvous South- Sam Pollack**
 - 3 partners attended Rendezvous South with Sam
 - Fairfield Inn & Suites
 - Courtyard Speedway
 - Daytona International Speedway
 - Hilton hosted Rendezvous South last year
 - Sam received 3 RFP's and is working on 6 site visits; he will be sending out of the information to partners
- **Connect Diversity- Sam Pollack**
 - Sam did not attend last year but the year prior
 - He received 6 RFP's
 - He sent them out to the partners
 - Great show; recommends that partners attend with him if you are interested in the diversity market
 - Next year the show will in Atlantic City
- **Atlanta Sales Mission/MPI Georgia Tech Summit-Lynn Miles**
 - Patrick Blankenship and Kathy Masterson participated with Lynn
 - Daytona Beach presentation at the Kellen Company with catered lunch
 - CVB was a co-sponsor for MPI Tech Summit
 - 4 Atlanta based planners guest VIPs
 - MPI Georgia 19/20 sponsorship opportunities
- **Christian Meetings & Conventions Association-Lynn Miles**
 - 5 partners attended CMCA with Lynn
 - CMCA has become of the best networking shows in the faith based market
 - CVB/ Ocean Center sponsored breakfast
 - Received 4 pieces of business
 - Next year will have record attendance; 25 year anniversary
- **ACES/ Sports Exchange- Tara Hamburger**

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:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshow, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.

- ACES was combined with Sports Exchange
- 40 sports industry leaders attended (small show)
- This was Tara's first year that she attended; she would like to keep it on her schedule for next year

IV. Upcoming Shows (May-June)

Linda McMahon and Sales Team

- **HelmsBriscoe Annual Business Conference- Linda McMahon and Sam Pollack**
 - Sam would like partners to provide collateral for HelmsBriscoe ABC
 - Not appointment based
 - Each day Sam gets 3 hours to go around the room and network
 - Sam and Linda attend the show
- **MPI WEC- Linda McMahon**
 - Linda McMahon was not in attendance
- **The Military Reunion Network Show- Sam Pollack**
 - This will be Sam's second time attending
 - Last year he received 7 RFP's
 - This show will be 2 days at the end of June in Nashville
- **CVENT Connect- Linda McMahon**
 - Linda McMahon was not in attendance
- **NASC Sports Symposium- Tara Hamburger**
 - Tara will be receiving her appointments at the end of the week
 - Tim Buckley with the Ocean Center will attend with Tara
 - NASC may have a new name next year
- **Florida Sports Foundation Summit- Tara Hamburger**
 - Only the CVB's and Sports Commissions in the state of Florida attend
- **Esports Travel Summit- Tara Hamburger**
 - Esports is through Northstar
 - Tim Buckley with the Ocean Center will attend with Tara
 - Esports is the new trending topic

V. Website Review

Linda McMahon

- The CVB is in the process of a website refresh
- The website launch will be in late November 2019
- Website will still be functioning in the meantime
- Committee feedback:
 - Committee would like the website to be user friendly

VI. 19/20 Fiscal Year Travel & Promo Schedule

Linda McMahon

- Attached to each committee members packet was a draft copy of the 19/20 fiscal year travel & promo schedule
- Schedule will be discussed in Budget Workshop on May 23, 2019

VII. Save the Date- Budget Workshop on May 23, 2019

Linda McMahon

- **Meetings & Conventions/ Sports 2:00-3:30 pm**
- **Tour & Travel 3:30-5:00pm**

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:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.

- Budget workshop will be held at the Daytona Beach Area Convention & Visitors Bureau- Upstairs Conference Room

VIII. Public Participation

- Trish Mucciolo the Local Marketing Coordinator at Miami Grill & Bar invited the committee to come to Miami Grill & Bar
- Miami Grill & Bar is located at ONE DAYTONA across from Gametime

- ADJOURN -

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:

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.