

ARTS, CULTURE & HERITAGE TOURISM ADVISORY COMMITTEE REGULAR MEETING

Thursday, August 6, 2020 • 3:00 PM • Virtual Meeting using Zoom Video Conferencing Software

The regular meeting of the Arts, Culture & Heritage Tourism Advisory Committee was called to order by the Chair Dave Castagnacci at 3:00 p.m., August 6, 2020.

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

Guests:

None

Staff Present:

Kate Holcomb, Jennifer Sims, and Hope Sarzier

Public Participation

None

Consent Agenda

Included in the consent agenda were the minutes from the February 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 Consent Agenda, item a.

Stephanie Mason-Teague made a motion to approve the Consent Agenda, item a. Second, by Debbie Holley. The motion passed 6-0.

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 February 2020. Items of discussion were: virtual tours, social media, CVB campaigns, and the areas that the CVB are targeting, the fiscal year 2020-2021 budget and marketing plan, the Back in Business Safely campaign, and the new Vacation Guide.

Hope Sarzier reported on the blogs, eNewsletters, and social media that relate to Arts & Culture. Sarzier also updated the Committee on the virtual map on DaytonaBeach.com, which contains Arts & Culture points of interest.

Proposed 2021 Meeting Dates

Castagnacci asked if the Committee had any comments or questions on the proposed 2021 meeting dates. Hearing none, he entertained a motion to approve the proposed 2021 meeting dates.

Debbie Holley made a motion to approve the proposed 2021 meeting dates. Second, by Adrienne Barker. The motion passed 6-0.

New Business

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

Adjourn

There being no further business, the meeting was adjourned at 4:14 p.m.

Submitted by Jennifer Sims, Marketing Systems Manager