

MEETINGS & CONVENTIONS ADVISORY Committee Meeting
Tuesday, August 20, 2019
Daytona Beach Area CVB

AGENDA

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|---|-------------------------------------|
| I. Welcome & Introductions | Jim Berkley, Chair |
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| Approval of Minutes *
April 23, 2019
May 23, 2019 Budget Workshop | Jim Berkley |
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| II. Sunshine Law | Lori Campbell Baker |
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| III. Arts, Culture and Heritage Presentation | Kate Holcomb |
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| IV. Past Sales Activity | Linda McMahan and Sales Team |
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| Linda McMahan:
HelmsBriscoe ABC – May 2019
Cvent CONNECT – July 2019 | |
| Lynn:
MPI WEC – June 2019
ASAE – August 2019 | |
| Sam:
HelmsBriscoe ABC – May 2019
The Military Reunion Network – June 2019
FSAE – July 2019
Your Military Reunion Network – July 2019 | |

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***Indicates item requiring Committee approval**

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.

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V. Upcoming Sales Activity

Linda McMahon and Sales Team

Connect Marketplace – August 2019

Brandon:

TEAMS – November 2019

US Sports Congress - December 2019

Lynn:

Destination Southeast – October 2019

Connect Faith – October 2019

CMP Conclave – November 2019

Florida Encounter – November 2019

Expo Expo – December 2019

Sam:

MPI SES – August 2019

Professional Fraternity Association – September 2019

Xsite – September 2019

The Knowledge Exchange – November 2019

VI. Tallahassee/Gainesville Sales Activities 19/20 FY

Linda McMahon and Sam Pollack

VII. Public Participation

- ADJOURN -

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