

**ARTS, CULTURE & HERITAGE TOURISM
ADVISORY COMMITTEE
May 2, 2019 - 3:30 p.m. - Cici and Hyatt Brown Museum of Arts
352 South Nova Road, Daytona Beach, FL 32114**

AGENDA

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|---|-------------------------|
| I. Opening & Roll Call | Dave Castagnacci |
| II. Approval of Minutes *
a. February 7, 2019 | Dave Castagnacci |
| III. Arts & Culture Map Reprint
a. Edits/Input | Kate Holcomb |
| IV. Unfinished Business
a. Committee input on related website content | Dave Castagnacci |
| V. New Business
a. Website refresh project | Dave Castagnacci |
| VI. Public Participation | |

- ADJOURN -

*Indicates item requiring Committee approval

>> Indicates item requiring public participation prior to Committee recommendation

NEXT MEETING: Thursday, August 1, 2019, 3:30 p.m. at Cici & Hyatt Brown Museum of Art,
352 S. Nova Rd., Daytona Beach, FL 32114

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: To integrate the Daytona Beach area's arts, cultural and heritage tourism offerings into the existing marketing efforts of the DBACVB and finding additional vehicles to expand that message.