

ARTS, CULTURE & HERITAGE TOURISM (ACHT) ADVISORY COMMITTEE

February 7, 2019 3:30 p.m.

Cici and Hyatt Brown Museum of Art

352 S. Nova Rd., Daytona Beach, FL 32114

Committee Members Present:

Dave Castagnacci, Bob Davis, Debbie Holley, Sara Brandel, Stephanie Mason-Teague and Suzanne Heddy

Committee Members Absent:

Jim O'Shaughnessy and Portia King

Others Present:

Adrienne Barker

Staff:

Lori Campbell Baker, Kate Holcomb and Christy Zimmerman

I. Opening & Roll Call, all present

Committee Chairman Dave Castagnacci called the meeting to order at 3:32 p.m. Roll call was taken by Christy Zimmerman.

II. Approval of Minutes *

a. November 1, 2018

Castagnacci asked if the Committee had any comments or questions. Hearing none, he entertained a motion to approve the minutes.

Bob Davis made the motion to approve the November 1, 2018 minutes as presented, seconded by Suzanne Heddy. The motion passed 6-0.

III. Community Presentation

Kate Holcomb presented the community presentation as presented in the attached document.

IV. Unfinished Business

Holcomb reported that she contacted Chad Smith with Peabody Auditorium about serving on the committee, invited him to attend the meetings and sent him an application.

Stephanie Mason-Teague reported that per discussion at the last meeting on the future focus of the Committee and the suggestion for committee members to attend other committee meetings, she attended a meeting of the Ad Committee. She noted the campaign presentation included arts and culture content. Mason-Teague added that she has also been paying closer attention to the CVB's eNewsletter, Facebook posts and other communication and thinks it is true that arts and culture is included in the general advertising of Daytona Beach.

Mason-Teague stated that having this committee is still warranted because arts and culture can get lost in the big picture even when you looking are looking for it, and she was looking for arts and culture specifically.

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.

Castagnacci replied that the committee's consensus from the last meeting was that the committee would stay in existence and encouraged members to attend Advertising Committee and HAAA Board meeting whenever they could.

V. New Business

a. Committee Applications

Kate Holcomb reported to the committee that it's time for members to renew their applications. Members may review their previous application here at the meeting today. Blank applications are also available. Committee Applications are due no later than April 26, 2019 so that we have time to review them and submit to the HAAA Board for possible approval on May 21, 2019.

Castagnacci welcomed a visitor to the meeting – Adrienne Barker with Barker Animation Art Gallery & Collectibles, who introduced herself.

Castagnacci asked the Committee members to provide an update on their current activities.

Holcomb passed out printed copies of the Arts & Culture brochure. Committee members are to review it prior to the next meeting for any corrections or suggested edits in preparation for a reprint of the piece later this year. She reminded the Committee that the overall size of the printed piece would remain the same.

Castagnacci asked if there was any visitor or public participation. Hearing none, he asked for a motion to adjourn the meeting.

Stephanie Mason-Teague made the motion to adjourn the meeting at 4:57 pm, seconded by Bob Davis. The motion passed 6-0.

Respectfully Submitted by: Christy Zimmerman, Executive Assistant

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