



ADVISORY COMMITTEE GUIDELINES

The Halifax Area Advertising Authority (HAAA) dba the Daytona Beach Area Convention and Visitors Bureau (CVB) may establish advisory committees on an as-needed basis.

Advisory committees currently include:

1. Advertising Advisory Committee
 2. Tour and Travel Advisory Committee
 3. Meetings & Conventions Sales Advisory Committee
 4. Sports Advisory Committee
 5. Biketoberfest® Marketing Advisory Committee
 6. Arts, Culture & Heritage Tourism Advisory Committee
- A. Committees shall have at least seven voting members. HAAA Board Members shall receive all committee meeting notices and are encouraged to attend whenever possible. They may not vote on matters before the committees unless they are members of the committees.
- B. The CVB Executive Director and staff will re-evaluate committees annually and solicit committee application requests. The final roster, along with Chair and Vice Chair recommendations, will be submitted to the HAAA Board for approval at its April or May meeting. No more than one representative per organization/entity will be permitted on each committee.



- C. Committee members are recommended based upon the following. Each member should:
1. Have adequate experience and background in the areas addressed by the committee.
 2. Represent a business/interest within the Halifax Area Taxing District.
 3. Exhibit a willingness to devote adequate time and effort to assist the planning process.
 4. Demonstrate a desire to work harmoniously with their associates for the common good of the tourism industry and business community at large.
 5. NOTE: Vendors, contractors, and/or service providers to the hospitality industry may serve on committees in an ex-officio, non-voting capacity.
- D. Roll will be taken at each meeting, and attendance is tracked per calendar year. Members who are absent from more than one meeting during a calendar year must vacate their committee seat.
- E. The Chairperson for each committee may appoint subcommittees to perform specific tasks and/or address specific projects as needed.
- F. Committee members are afforded access to many of the CVB/HAAA vendors, contractors and or service providers. Committee members should not use this access to request special consideration or assistance from these companies or individuals.
- G. All committees and their members must fully comply with Florida's Government in the Sunshine Law.