

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Wednesday, June 24, 2020 • 10:00 AM • Virtual meeting using Zoom Video Conferencing Software

AGENDA

- | | | |
|----|----------------------------------------------|----------------------------------------|
| 1. | Call to Order | Tom Guest |
| 2. | Roll Call | Jennifer Sims |
| 3. | Public Participation | Tom Guest |
| 4. | Approval of Minutes*
January 30, 2020 | Tom Guest |
| 5. | » Biketoberfest® 2020*
Master Plan Review | Jim Morris/Rose Askew/Terri Montgomery |
| 6. | Marketing Update | Kay Galloway |
| 7. | New/Old Business | Tom Guest |
| 8. | Adjournment | Tom Guest |

» Requires Public Participation time prior to vote

* Indicates action items requiring HAAA Board 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.