

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, June 24, 2022 • 10:30 AM • Daytona Beach City Hall
301 South Ridgewood Avenue, Daytona Beach, FL 32114 Room 149B

AGENDA

- | | | |
|----|--|------------------------------|
| 1. | Call to Order | Tom Guest |
| 2. | Roll Call | Tom Guest |
| 3. | Public Participation | Tom Guest |
| 4. | »* 2022/2023 Biketoberfest® Committee Elections | Kay Galloway |
| | a) »* Chair | |
| | b) »* Vice-Chair | |
| 5. | »* Approval of Minutes | Tom Guest |
| | a) Approval of the June 30, 2021 Minutes | |
| 6. | »* Biketoberfest® 2022 Master Plan Review | Jim Morris/Rose Askew |
| 7. | Marketing Update | Kay Galloway |
| 8. | New Business | Tom Guest |
| 9. | Adjourn | Tom Guest |

» Requires Public Participation time prior to vote

* Indicates action items 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.