

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Friday, July 21, 2023 • 9:00 AM • Daytona Beach City Hall
301 South Ridgewood Avenue, Daytona Beach, FL 32114, Room 149B

AGENDA

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| 1. | Call to Order | Brian Holt |
| 2. | Roll Call | Brian Holt |
| 3. | Public Participation | Brian Holt |
| 4. | »* Approval of Minutes | Brian Holt |
| | a) Approval of the June 24, 2022 Minutes | |
| 5. | »* Biketoberfest® 2023 Master Plan Review | Jim Morris/Rose Askew |
| 6. | Marketing Update | Kay Galloway |
| 7. | New Business | Brian Holt |
| 8. | Adjourn | Brian Holt |

» 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.