

Biketoberfest® Marketing Advisory Committee Meeting
Tuesday, February 5, 2019 - 9:00 AM
Daytona Regional Chamber of Commerce – 2nd Floor Boardroom
126 East Orange Avenue, Daytona Beach, FL 32114

AGENDA

Opening and Roll Call

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| 1. Approval of Minutes*
June 7, 2018 | Kay Galloway |
| 2. Biketoberfest® 2018 Recap
a. Paid Media Report | Kay Galloway |
| 3. Biketoberfest® 2019 Discussion | Kay Galloway |
| 4. New/Old Business
a. New Committee Chair | Kay Galloway |
| 5. Public Participation | Kay Galloway |

*Indicates action items requiring 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.