

## **BIKETOBERFEST® ADVISORY COMMITTEE MEETING**

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Thursday, January 30, 2020 • 9:00 AM • Daytona Beach Area Convention & Visitors Bureau  
Located at 126 E. Orange Avenue, Daytona Beach, FL 32114

### **AGENDA**

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|---|------------------|
| <b>1. Call to Order</b>                                   | <b>Tom Guest</b> |
| <b>2. Roll Call</b>                                       | <b>Tom Guest</b> |
| <b>3. » *Approval of Minutes</b>                          | <b>Tom Guest</b> |
| • June 26, 2019   |                  |
| <b>4. Biketoberfest® 2019 Recap – Kay Galloway</b>        |                  |
| <b>5. Biketoberfest® 2020 Pre-Planning – Kay Galloway</b> |                  |
| <b>6. New Business</b>                                    | <b>Tom Guest</b> |
| <b>7. Public Participation</b>                            | <b>Tom Guest</b> |
| <b>8. Adjourn</b>   | <b>Tom Guest</b> |

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**The next meeting is TBD**

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» Requires Public Participation time prior to vote

\* Requires a vote from the Committee

**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.

**Goals:**

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.