

# BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Wednesday, June 26, 2019 • 9:00 AM • Daytona Beach Area Convention & Visitors Bureau  
Located at 126 E. Orange Avenue, Daytona Beach, FL 32114

The regular meeting of the Biketoberfest® Advisory Committee was called to order by the Chair Tom Guest at 9:00 a.m., June 26, 2019. Chair Guest asked the committee to introduce themselves; the following members were present Bob Davis, Theresa Doan, Brian Holt, Janet Kersey, Maria Mojica, Amy Pyle, Shelly Rossmeyer Pepe, and Will Rossmeyer. No members were absent.

## **Guests:**

Rose Askew, Jennifer Bennett, Nate Cheeley, Krista Goodrich, Patricia Heard, Rick Johns, Scott Lee, Terri Montgomery, Jim Morris, Anthony Murphy, Sandy Murphy, Dean Pepe, Jennifer Pipes, Tim Riddle, Linda Smiley, Robert Stone, Jim Sweeney, Denzil Sykes, and John Tamburino,

## **Staff Present:**

Kay Galloway, Hope Sarzier, and Jennifer Sims

## **Approval of Minutes**

Tom Guest asked if the Committee or the public had any comments or questions.

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Motion by Bob Davis to approve the June 26, 2019 minutes. Second by Will Rossmeyer. The motion passed 8-0.

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## **2019 Biketoberfest® Master Plan Review**

Jim Morris, Rose Askew, and Terri Montgomery presented the 2019 Biketoberfest® Master Plan. All Master Plan applications were collected and reviewed by CVB staff and submitted to City Staff. Missing documents and edits to applications were collected/fixed before the meeting.

Three applications were identified as needing site plans: 316 Main Street, 500 Main Street, and 505 Main Street.

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Motion by Bob Davis to approve the 2019 Biketoberfest® Master Plan as presented with the addition of three site plans, which are awaiting approval by the city. Second by Theresa Doan. The motion passed 8-0.

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## **Marketing Update**

Kay Galloway presented the marketing update for Biketoberfest® 2019. The budget for this event is \$90,000. The marketing plan included traditional motorcycle publications, social media to geo-fence targeted bikers at other rallies, \$10,000 a month spend on pay-per-click advertising, email blasts, and social media campaigns.

There is one confirmed sponsor, GEICO. In discussions with a few law firms and manufacturers for potential sponsorship opportunities.

## **Unfinished Business**

None

## **New Business**

None

## **Public Participation**

None

## **Adjourn**

There being no further business or public participation, the meeting adjourned at 10:01 a.m.

Submitted by, Jennifer Sims, Marketing Systems Manager