

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Wednesday, June 30, 2021 • 9:00 AM • Daytona International Speedway – Midway Suite 224
1801 West International Speedway Boulevard, Daytona Beach, FL 32114

The regular meeting of the Biketoberfest® Advisory Committee was called to order by the Chair Tom Guest at 9:02 a.m., June 30, 2021. Jennifer Sims took attendance. The following Committee members were present: Tom Guest, Theresa Doan, Brian Holt, Turner Hymes, Janet Kersey, Shauna Metz, Maria Mojica, and Shelly Rossmeyer Pepe. Amy Pyle, Bob Davis, and Will Rossmeyer were absent.

Guests:

Rose Askew, Judy Catenaci, Colton Cunningham, Shannon Dembala, Dorothy Faille, Kimberly Flaherty, Darren Greer, Jamie Holden, Bobby Honeycutt, Pam Honeycutt, Terri Montgomery, James Morris, Tim Riddle, Jim Sweeney, Denzil Sykes, John Tamburino, and Jakari Young

Staff Present:

Lori Campbell Baker, Kay Galloway, and Jennifer Sims

Public Participation

None

Approval of Minutes

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

Motion by Theresa Doan to approve the June 24, 2020 minutes. Second by Turner Hymes. The motion passed 8-0.

2021 Biketoberfest® Master Plan Review

Jim Morris, Rose Askew, and Terri Montgomery presented the 2021 Biketoberfest® Master Plan. All Master Plan applications were collected and reviewed by CVB staff and submitted to City Staff. In addition, missing documents and application edits were collected/fixed before the meeting.

The Committee and City Staff discussed the 2021 Biketoberfest® Master Plan. Tom Guest asked if the Committee or the public had any comments or questions on the 2021 Biketoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2021 Biketoberfest® Master Plan as presented with contingencies to be corrected by July 6, 2021.

Motion by Theresa Doan to approve the 2021 Biketoberfest® Master Plan as presented with contingencies to be corrected by July 6, 2021. Second by Maria Mojica. The motion passed 8-0.

Marketing Update

Kay Galloway presented the marketing update for Biketoberfest® 2021. Marketing for Biketoberfest® 2021 will be done using the CVB's owned assets to communicate with the audience through social media, blogs, press releases, eNewsletters, and information on Biketoberfest.org.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 9:27 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager