

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Wednesday, October 15, 2014**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Libby Gallant, Samir Naran, Pravin Patel, Carol Platig, Sharon Mock, and Michael Kardos.

Board Absent:

Dan Francati

Board via Phone:

Jason Reader and Kyri Drymonis

Guests:

Brenda de Treville, Charles Hargrove, Kate Minnock, Will Dunne, Evelyn Fine, Greg Bubeheim, Lindsey Lawson, Kelly Davis, Brandon Frantz, Bill MaQueen, Michael Benedict, Don Poor, Jeff Cassidy and Steve Cooke.

Staff:

Tom Caradonio, Lisa Bordis, Bobbie Euler, Greg Price, Shawn Abbatessa, Linda McMahon, Courtney Strickland and Lori Campbell Baker.

CALL TO ORDER

Chair Blaine Lansberry called the meeting to order at 3:00PM.

1. September 17, 2014 Board Meeting Minutes

There were no noted changes. The minutes are as presented.

LIBBY GALLANT MADE A MOTION TO APPROVE THE SEPTEMBER 17, 2014 MINUTES. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 10 TO 0.

2. Executive Director Report

USAG Fig 2014

Caradonio explained the USAG Fig 2014 World Championships have accrued an extra \$11,000 in costs (and growing). Many board members expressed their concerns over this event. They do not feel the advertising is where it should be at and really don't know the advertising plan. Most have not seen anything in the community and have not seen a marketing plan for this event. Caradonio was expecting John Bisignano, CEO of Central Florida Sports to be at this meeting to answer questions, but he was unable to attend.

Linda McMahon explained they are looking for above-the-normal services and cost for this event. There are two things they can do to offset the cost. The board previously approved funding for this event and \$15,000 has not been paid yet. They can use this \$15,000 to help pay for these costs or just relay CVB cannot help any further. There would need to be a motion to support the additional costs. These requests are not for marketing, but for things like medallions, gifts, decals and banners. The board instructed Tom to get a marketing plan for this event from Mr. Bisignano and to forward to them. No motion was made.

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PTO Issue

Caradonio explained there is an issue with PTO accrual involving ten people who are losing at most 80 hours of PTO due to the change in policy. They are proposing to let the employees use the time before the end of year or cash it out. This is time they earned and then lost due to the changeover.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$17,300.00 CORRECTION WITH THE PTO. THE EMPLOYEES THIS EFFECTS IS ABBATESSA, BERNHARD, GRINDELL, HAMBURGER, KANIARIS, KIES, MCMAHON, MILES, OLSEN, AND PRICE. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 10 TO 0.

Policies and Procedures

Caradonio explained that Charles Hargrove and CVB staff have been working on the Policies and Procedures and have finally come to an agreement with it. They are ready to set it in motion if the board agrees.

STEVE FARLEY MADE A MOTION TO ADOPT THE POLICIES AND PROCEDURES AS PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION APPROVED 10 TO 0.

Employee Handbook

Caradonio explained that staff has been working on updating and fixing the Employee Handbook. It is now more in line with the County's policies. The major addition to this is the medical leave policy. Prior to this, there was no medical leave in the policy. This policy will now cover maternity leave and any other medical leave that is under the guidelines.

Charles Hargrove from County Legal added a few changes. Hargrove added wording to a few places and changes to others. This is suggested before approving the handbook.

LIBBY GALLANT MADE A MOTION TO APPROVE THE CHANGES TO THE EMPLOYEE HANDBOOK, SUBJECT TO THE CHANGES PER CHARLES HARGROVE. STEVE FARLEY SECONDED THE MOTION. MOTION APPROVED 10 TO 0.

Non-Monetary Changes to Employee Handbook

It was explained that there are some non-monetary changes that need to be done to the handbook which contradict the policies and procedures. It is requested that Caradonio be able to make non-monetary changes to the employee handbook without having to come to the board each time.

STEVE FARLEY MADE A MOTION TO APPROVE TOM CARADONIO'S ABILITY TO MAKE NON-MONETARY CHANGES TO EMPLOYEE HANDBOOK. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 10 TO 0.

*Once a year, Caradonio to report on changes to the board so they can ratify it at that point.

USSSA

Caradonio explained that he and McMahon met with the people at USSSA. Linda and Tom have outlined what they came up with for a bid. This is basically what they would do for any convention coming in town. They will need to put together a formal bid book if the board would like them to. USSSA really wants to come this way and are willing to schedule events on the off season.

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SAMIR NARAN MADE A MOTION TO MOVE FORWARD WITH USSSA AND PUT TOGETHER A BID BOOK. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 10 TO 0.

3. Financials

Bobbie Euler presented the financials. Kardos requested the page one of the summary show a variance to prior year too, month and year to date spread.

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 10 TO 0.

Last September the board approved the dissolution of the CVB and which funds were still in the bank account as of September. They moved \$101,000 to HAAA's account before the end of September and now need to ratify this move.

MIKE KARDOS MOTIONED TO RATIFY MOVING REMAINDER OF MONEY IN CVB ACCOUNT TO HAAA'S BANK ACCOUNT AS WELL AS CLOSING THE CVB ACCOUNT OUT. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 10 TO 0.

4. ADR/OCC Report

Evelyn Fine reported there was a 3% year to date increase. RevPar is 8% year to date increase. ADR is at a 6% increase year to date.

They just completed four focus groups in Atlanta last week and two focus groups in Orlando yesterday. Brenda from Paradise and Tom attended these focus groups. Evelyn gave a little preview of the findings but will be working on the official report and get it to the board soon.

5. Partner Reports

Ocean Center

Don Poor with the Ocean Center reported to the board. They are up 7% on rental revenue. They have had 106 meetings. Poo invited everyone to the Light Up Volusia which is coming November 29th from 5-9pm.

Daytona Beach International Airport

Steve Cooke with DBIA reported to the board. They have just celebrated their 35th year with Delta Airlines. Traffic was up in August by 4%, up in September 5%. They are running 91% on loads. Cooke and some others, including Jason Reader met with the new management from Jet Blue in New York last week and consider it as a step in the right direction. They are speaking with United and American Airlines right now. The airport is getting new food and beverage areas.

Club Daytona

Bruce Nierenberg and Jeff Ciff came to present their idea of an all-inclusive idea for Daytona Beach as a destination. Next step would be for Nierenberg to put together a contract, let Caradonio and County Legal overlook it and make changes and then bring it to the board.

6. Market Development

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A December to Remember Daytona Beach

Helen Riger with the City of Daytona Beach presented a funding request of \$15,000. This was put in front of the Advertising committee and was recommended to come to HAAA. This will be used for advertising out of market. This will kick off with "Light Up Volusia" and then on the weekends. This will have music and Florida activities for the winter.

LIBBY GALLANT MADE A MOTION TO APPROVE \$15,000 SPEND FOR A DECEMBER TO REMEMBER DAYTONA BEACH TO INCLUDE INKIND SERVICES FROM THE CVB AND INCLUDING TRACKING VISITORS BY MID-FLORIDA MARKETING. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10 TO 0.

7. Public Relations Update

Lori Campbell Baker updated on public relations.

8. Paradise Advertising Update

Brenda de Treville from Paradise Advertising came to the board with the "Orlando My Way" project. Visit Orlando is no longer allowing any other CVB's advertise on their site or in their print. They came up with a project that could help use that money and still get Orlando visitors to Daytona Beach.

Orlando My Way is a digital campaign that has multiple layers and will ultimately give Daytona Beach more exposure than Visit Orlando did. The cost would be the same that was spent with Visit Orlando last year. This would be Daytona Beach as the official sponsor of this project. There is an app, on air and website exposure in which Daytona Beach would be the presenting sponsor. This is exclusive and is created specifically for Daytona Beach.

Some board members expressed their concern regarding this buy. They do not see the information needed to justify this buy. This idea is great, but will the execution be? It was suggested they get more information and come back next month with hopes of relieving some of the worry. They want to see the whole program before committing.

9. Committee Updates

Chair Lansberry gave the committee chairs time to update the board on anything that happened over the past month. A few of the committee chairs updated on their progress over the month.

THE MEETING WAS ADJOURNED AT 5:50 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**