

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, March 17, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Samir Naran, Pravin Patel, Carol Platig, Sharon Mock, Michael Kardos, Dan Francati, Kyri Drymonis, Libby Gallant and Jason Reader.

Guests:

Brenda de Treville, Elizabeth Gifford, Carl Borgandi, Gerard Gummero, Stephanie Benedict, Carl Bradford, Bernadette Britz-Parker, Evelyn Fine, Bob Davis, Lorry Hood and Linda Santacruz.

Staff:

Tom Caradonio, Lisa Bordis, Shawn Abbatessa, Linda McMahon, Trish Ruffino, Greg Price, Amber Tischler and Lori Campbell Baker.

CALL TO ORDER

Chair Blaine Lansberry called the meeting to order at 2:00PM.

1. January 20, 2015 Regular Board Minutes

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

JASON READER MADE A MOTION TO APPROVE THE JANUARY 20, 2015 REGULAR MEETING MINUTES. DAN FRANCATI SECONDED THE MOTION. MOTION PASSED 11 TO 0.

2. Executive Director Report

A. Appointment to ACHT Committee

Tom Caradonio explained with Dan Francati getting off the board it also vacates his seat on the ACHT committee. Carol Platig has been recommended and accepted this seat on the committee.

SAMIR NARAN MOTIONED TO APPROVE CAROL PLATIG'S PLACEMENT ON THE ACHT COMMITTEE. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0. (PLATIG EXCUSED HERSELF FROM VOTE)

Caradonio also thanked Dan Francati, Sharon Mock and Pravin Patel for their service to the board for the last two years. This is their last official meeting on the HAAA board. Beginning April 1st there will be three new board members replacing them.

B. Regatta Booking Engine

Caradonio proposed changing the current booking engine from Jack Rabbit to Regatta. There are more savings and more packages including promotions. There are also better dates, technology, and ability to track production and ROI on spend. First year cost would be \$37,000 which is much less expensive than last year. This would make all three ad agencies on the same booking engine once HAAA changes over.

KARDOS MOTIONED TO APPROVE THE PROPOSED BOOKING ENGINE CHANGE TO REGATTA. FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, March 17, 2015**

C. UK and Ireland Sales & Marketing Proposal

Caradonio and Linda McMahon brought this proposal to the board a second time. This was brought in front of the board at the January meeting and was asked to get specifics and bring it back to the board. This proposal would as soon as possible, but could actually start at any time. They are hopeful it could start before Powwow. The marketing money is in the budget already and there is enough to start this program.

PLATIG MADE A MOTION TO APPROVE THE PROPOSAL 'OPTION 3' AT \$4,200 PER MONTH AS PRESENTED. FRANCATI SECONDED THE MOTION. MOTION PASSED 11-0.

D. Procedures for Tourism Event Marketing

Caradonio explained to changes to the current procedures and the decrease in money given for room nights. There are some events which would not be included in this. Some examples would be the bike events, race week and Wings & Waves. These changes would not be applied to those in the current budget plan. Those events would be considered "grandfathered in."

Concerns were raised about the room nights and the amount of money. Essentially, an event could have 200 room nights and get the same that another event is bringing 2,500 room nights. Reader gave examples of how this could be edited to make that clearer and not so open. Francati added that this is a difficult formula to follow for each event coming for funding. It was suggested they add a 10 to one ROI. Lansberry wants to see something more for the first year events. Members also suggested that first time events spend what they are asking for.

Timing of room nights is going to play a role on value depending on the months the event is coming. The value of the event is going to be higher on months that are not as busy already.

This was tabled to make changes and then bring back to the May meeting.

E. All Inclusive Daytona

All Inclusive Daytona is moving forward, but slowly. Chair Lansberry suggested we get some type of timeline in place to help keep this moving along. Caradonio explained the deal was that they had to be running within the year. Kardos added he was told during their meeting it is planned for September 2015. Caradonio feels March 2016 is more reasonable.

From the first meetings, there was good feedback from the hotels and a few attractions; however, at this point the restaurants are not on board. Bruce Nierenberg and his partner are now onto individually meeting with partners to get the involved as well as get their questions answered and get them more excited about the projects. After these meetings, we will have a better idea on what partners will be interested in participating.

3. Financials

Trish Ruffino and Caradonio explained the February 2015 financials which were presented to the board. The only thing that had changed was the CDT collections page did not show all the numbers, so it was reprinted and given to the board before the meeting began.

STEVE FARLEY MOTIONED TO APPROVE FEBRUARY FINANCIALS AS PRESENTED TO THE BOARD. LIBBY GALLANT SECONDED THE MOTION, MOTION PASSED 11-0.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, March 17, 2015**

Caradonio and Trish Ruffino explained to the board they have come up with a system to follow in order to pay the credit card payments online. This is to keep staff from having to physically go to the bank each month and pay all the credit cards.

JASON READER MOTIONED TO APPROVE THE BUSINESS CARD ONLINE PAYMENT PROCESS PRESENTED. DAN FRANCATI SECONDED THE MOTION. MOTION PASSED 11-0.

4. Audit Report

Bernadette Britz-Parker from James Moore and Company came to present the audit report. Britz-Parker stated it was the smoothest audit in quite some time. In the fiscal year 2014 there was an additional expenditure of about \$300,000 and it was not approved by the County Council. This was covered and corrected. All journal entries were not approved by someone independent of the preparer. A procedure has now been put in place. Overall audit went well.

DAN FRANCATI MOTIONED TO APPROVE THE AUDIT REPORT AS PRESENTED. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11-0.

5. ADR/OCC Report

Evelyn Fine with Mid-Florida and Marketing gave an update on the ADR and OCC numbers. The report is well and numbers are up. There was a five percent increase in occupancy and three percent increase in the average daily rate. The revenue per available room increased to nine percent.

6. Market Development

A. Coastal Maps

Lorry Hood with Coastal Maps came before the board for a funding request to help with the printing costs of the Official Daytona Beach Map. This money comes out of the market development budget for collaterals. This was approved by the Advertising Committee to come to the board. Last year the board approved \$3,500. This year Ms. Hood is asking for that amount again.

MIKE KARDOS MOTIONED TO APPROVE \$3,500 SPEND FOR COASTAL MAPS. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 11-0.

B. Friends of the Bandshell

This event runs from Memorial Day to Labor Day. It is a concert series for every Saturday night at the Bandshell. It is great for incoming visitors and for visitors that are already here. Board members are happy with the event and think the visitors love it. The event is asking for \$15,000 for advertising and is spending around \$40,000 on top of that. They are expanding out of the Orlando area and trying to get more impact from that. Drymonis added maybe getting into the Tampa area.

JASON READER MOTIONED TO APPROVE \$15,000 SPEND FOR FRIENDS OF THE BANDSHELL CONCERT SERIES. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.

7. Group Sales Report

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, March 17, 2015**

Linda McMahon updated the board on Shriners 2017 meeting they had last week. The presentation went well and they are very excited for the event. They already have a 4,000 room night commitment in addition to the host hotels that will be booked.

8. Public Relations Update

Lori Campbell Baker updated on PR. May 8th is the date for National Tourism Week festivities. Campbell Baker also updated on two FAMs that are coming to town in the next two months or so.

9. Paradise Monthly Update

Caradonio explained that Brenda deTreville is no longer with Paradise Advertising and Cedar along with himself are working on hiring a replacement. In the meantime, the team at the main office is taking care of our account and keeping everything up to date.

Caradonio explained they need additional production money. They originally had \$80,000 and are now looking for more. Paradise is asking for an additional \$57,800 in production costs. This will produce print, digital, TV ads and outdoor boards. This amount includes a \$10,000 contingency for possible other options. This money could come from the billboard budget that was not used, and do not have current plans to be used.

After watching the new TV ad that they came up with and the majority of the board giving feedback explaining things they do not like, it is discussed needing more money to produce a new spot. Paradise would need an additional \$50,000-\$100,000 for the new TV ad. It was questioned where this money could come from. Kardos suggested taking money from the proposed Orlando (\$300,000) money left, instead of trying to iron that issue out right now. The Orlando money would decrease from \$300,000 to \$200,000 to do this. Paradise suggests these ads can be used for three years and then can be edited at that time to last even longer.

GALLANT MADE A MOTION TO APPROVE \$100,000 FROM 'ORLANDO BUDGET' AND FOR \$57,800 FROM 'BILLBOARD BUDGET' FOR PARADISE PRODUCTION COSTS (TOTAL OF \$157,800). FRANCATI SECONDED THE MOTION. MOTION PASSED 11-0

Paradise also discussed a possible \$200,000 spend in Orlando. It is suggested Paradise come back to the board with a full presentation for the board to see in print.

10. Committee Updates

- ACHT- no update
- Biketoberfest- no update
- Meetings & Conventions- RCMA, NCA, Shriners
- Sports- Indianapolis, NCA,
- Tour & Travel- ABA, Florida Huddle, NYC Sales Calls, RTO summit, Powwow.

THE MEETING WAS ADJOURNED AT 4:29 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**