

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, April 21, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Samir Naran, Carol Platig, Stephanie Benedict, Michael Kardos, Mihar Patel, Libby Gallant, John Phillips and Jason Reader.

Board via Phone:

Kyri Drymonis

Guests:

Mareia Holman, Carl Borgandi, Bob Davis, Cedar Hames, Carrie Clarke, Elizabeth Gifford and Linda Santacruz.

Staff:

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

CALL TO ORDER

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

Chair Blaine Lansberry welcomed the new board members and gave them each a chance to introduce themselves. Stephanie Benedict introduced herself. Mihar Patel from Best Western by the Speedway and John Phillips from ERAU introduced themselves.

1. March 17, 2015 Regular Board Minutes

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

LIBBY GALLANT MADE A MOTION TO APPROVE THE MARCH 17, 2015 REGULAR MEETING MINUTES. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 11-0.

2. Executive Director Report

Susan from the City of Daytona Beach came to update on December 2014 NAIA game. The city considered it successful. She thanked the board for their support. The game was nationally televised. The goal was 1,000 room nights and they surpassed that.

Tom Caradonio updated the board on this past month from his Executive Report. Caradonio reminded the board that the National Tourism Week breakfast and showcase is on May 8th. He also encouraged board members to sign up to go.

A. Funding Guidelines

Caradonio explained this was brought to the board last month. They brought it back after some edits were made; it has three levels instead of two. Caradonio suggested board members take it home and vote it on at the May board meeting. Chair suggested new members call and speak to Caradonio regarding this so they can understand the guidelines fully. Libby Gallant questioned why new events are getting less funding than established events. Caradonio explained they know the return on established events but do not on new events. Samir Naran added that the time of allotted

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, April 21, 2015**

years is still confusing and needs to be more defined. Jason Reader added that he was under the impression that new events would get more money because we need to be competitive with other destinations. Reader does not agree with the max of \$5,000. The 10 to 1 ratio was also discussed because the DMAI calculator has previously had some flaws. Caradonio suggested members take it home and vote on it next month to finalize it.

B. Tom Caradonio Life Insurance

Chair Lansberry brought up that when they offered the position to Caradonio, it was included to provide life insurance equal to his current salary. Since he received his six month raise, he is no longer getting life insurance equal to pay. Caradonio spoke with Chair Lansberry and Charles Hargrove from County Legal to research some possible options to solve this. There is a policy from Metlife that could meet the original offer. County attorney Charles Hargrove agrees this is a good deal and recommends the change.

STEVE FARLEY MADE A MOTION TO RATIFY THIS DECISION AND CHOOSE THE \$50,000 POLICY FROM METLIFE. JASON READER SECONDED THE MOTION. MOTION PASSED 11-0.

3. Financials

Trish Ruffino explained things that are current with the budget and some things that have come up recently. They are close to the month-to-date budget. Mike Kardos questioned what is going on the direct mail budget. Shawn Abbatessa explained that there are things that haven't posted yet; however, it is expected to be under budget after they finish posting.

CAROL PLATIG MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.

4. Bike Week 2016- 75th Anniversary

Abbatessa explained that he has brought this before the Ad committee and it was recommended to bring to HAAA. They would like to bring more money for Bike Week 2016 Advertising because it is the 75th anniversary. He would like to get approval from the board to anticipate to increasing the Bike Week spend for 2016 from \$90,000 to \$150,000. This would include starting to spend some of the money in this fiscal year. There is huge savings in starting early and combining with Biketoberfest® advertising. They are looking at spending around \$35,000- \$40,000 during this fiscal year. Board members are requesting something more that spells out how this money would be spent, on paper. Chair Lansberry suggest putting this together before the next Ad committee meeting and then bring it back to HAAA.

5. Paradise Report

A. Creative

Cedar Hames from Paradise explained they brought a revised TV spot from last meeting. The last TV spot was not received well so they edited it and changed the music. This is a rough and the audio will be edited to sound better. Hames played the new TV spot for the board. Gallant likes the music better. She also added that the image for the heritage is not lined up. Carrie Clarke added they will be correcting that.

STEVE FARLEY MADE A MOTION TO ACCEPT THE NEW BASIC CONCEPT TV SPOT. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 11-0.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, April 21, 2015**

Hames explained there is a current TV spot running they have edited to match this new one a little better. They have matched the music and made a few small edits to it as well.

STEVE FARLEY MADE A MOTION TO APPROVE THE REVISED CURRENTLY RUNNING COMMERCIAL. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11-0.

B. Media Plan in Orlando Area

Hames explained this Orlando Area media buy has been discussed previously. Paradise has prepared a plan to move forward with spending the \$200,000 budget. The added value of the WFTV package is 300%. The advertising committee made the recommendation to go with the WFTV media buy.

MIKE KARDOS MADE A MOTION TO APPROVE THE \$200,000 ORLANDO AREA MEDIA BUY WITH WFTV. JASON READER SECONDED THE MOTION. MOTION PASSED 11-0.

Paradise also gave their monthly update.

6. Old Business

Kardos asked for status on USAAA. Caradonio updated on it. It is still in the works but not near closing.

7. New Business

Chair Lansberry reminded board they need to have their staff reapply for committees and the board members need to let Lisa Bordis know which committees they would like to be on before Friday, April 24th.

THE MEETING WAS ADJOURNED AT 3:26 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**