

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, May 19, 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, Mihir Patel, Kyri Drymonis, Libby Gallant and John Phillips.

Board Absent:

Jason Reader

Guests:

Evelyn Fine, Mark Swanson, Ray Manchester, Stephanie Spadea, Rudy Webb, Pat Cote, Melissa Tobin, Elizabeth Gifford, Linda Santacruz, Paul Slaven, Charles Hargrove, Carl Borgandi, Pollyann Brazine, Cedar Hames, and Bob Davis.

Staff:

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

CALL TO ORDER

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

1. April 21, 2015 Regular Board Minutes

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

STEVE FARLEY MOTIONED TO APPROVE THE APRIL 21, 2015 MINUTES. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

2. HAAA Annual Business

A. Annual Elections of Officers

Chair Lansberry opened the floor up for annual election of officers.

CAROL PLATIG MADE A MOTION TO NOMINATE BLAINE LANSBERRY AS CHAIR, MIKE KARDOS AS VICE CHAIR, AND STEVE FARLEY AS SECRETARY/TREASURER AND MOVE TO CLOSE THE NOMINATIONS. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 9-0.

B. Advisory Committee Appointments

STEVE FARLEY MADE A MOTION TO ACCEPT THE COMMITTEE APPOINTMENTS AS PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 9-0.

3. Executive Director Report

Tom Caradonio updated that he spoke with Bruce from the Daytona Beach All Inclusive idea and will be meeting with them this week. The budget is being worked on and Caradonio would like to do a Budget Workshop on June 16th to discuss and review the preliminary budget and marketing plan. Final approval will come before HAAA in July and in front of County Council in August. Caradonio explained a few things they are working on adding within the budget, which more details will be given at this workshop in June.

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A. Funding Guidelines

Caradonio explained this has been changed since the last meeting after getting input from the board members. These guidelines are just that, a guideline, and can be tweaked when needed on a case-by-case basis. Samir Naran brought up some questions about the ROI. Chair Lansberry suggested leaving that part out as it is generally part of the discussion every time anyways. Caradonio suggested putting in the prevailing ADR for the time period. Chair Lansberry would love to get this approved today, even with changes.

LIBBY GALLANT MADE A MOTION TO APPROVE WITH A CHANGE OF THE ROI AND PREVAILING THE ADR FOR THE TIME PERIOD. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 10-0.

4. Financials

Trish Ruffino updated on the current financials. The new collection is a record collection for March and we are happy with the numbers. Also, Ruffino received the \$11,000 check from the insurance claim on the downed server last year and a \$2151 check from CareerSource for reimbursement of wages for new hire Amber Tischler. There will also be a \$3,000 check from CareerSource for the four employees who went to the SimpleView Summit last month.

Caradonio and Chair Lansberry gave thanks to Ruffino for her work on getting the budget ready this early in the year.

A. April Financial Statements

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 10-0.

B. American Express Cards, Concur Expense Report & Amex Travel

Ruffino explained what this is and spoke with the County as well as James Moore & Co. and they are on board for this new program. This will save the staff many hours and get the CVB benefits which it is not getting right now. The American Express cards will not replace the other credit cards but will become the first card to be used, and the other will become a secondary card only used when Amex isn't accepted.

STEVE FARLEY MADE A MOTION TO APPROVE THE THREE PART PROPOSAL. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 10-0.

5. ADR/OCC Report

Evelyn Fine came to report an extraordinary month. Numbers are up and are great! Daytona Beach Occupancy is up to 80%.

Fine brought up doing some focus groups gearing around the new use of Jet Blue to include New York, Charlotte, Texas and Tampa. This could be a good opportunity to co-op with NSB for Tampa. This would all take place this year. Conversion study is \$15,000 each but about \$12,000 per city. They have to be bid out so there is no exact amount number. The focus groups are in the budget and Gallant wants to make sure this is in the budget. Caradonio could expect it to be about \$60,000.

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CAROL PLATIG MOTIONED TO APPROVE FOCUS GROUPS (CONVERSION STUDY) IN NEW YORK, CHARLOTTE, TAMPA AND HOUSTON AND DALLAS. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0. THE DOLLAR AMOUNT IS SUBJECT TO APPROVAL AS LONG AS IT IN BUDGET.

6. Partner Reports

Daytona Beach International Airport

Steve Cooke with the Daytona Beach International Airport came to update the board on the past few months. Traffic over the last few months has been up. There is construction all over the airport and they are working on the Jet Blue program which they think will be January.

7. Market Development

The new visitors guide is published and out. The summer newsletter has also gone out. These are available for electronic viewing in a flip-book fashion and will be sent out to the email list.

A. 2015 National Lifeguard Championship

This was presented to the Advertising Committee and requested \$15,750 for the 2015 National Lifeguard Championship. The Advertising Committee recommended it to come in front of HAAA. The \$15,000 requested will cover a production company to come to the event to video tape and live feed the event to show it nationally. The remainder \$750 will cover a spread in a lifeguard magazine. There are currently 1,600 room nights booked and anticipate 2,250 average daily attendees. A few board members had questions and comments.

LIBBY GALLANT MADE A MOTION TO APPROVE THE \$15,750 FOR THE 2015 NATIONAL LIFEGUARD CHAMPIONSHIPS. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 10-0.

B. 75th Bike Week Advertising

Abbatessa explained that last meeting it was discussed increasing the Bike Week 2016 budget and using some of the funds this fiscal year. Abbatessa has prepared this for the boards review. The total Biketoberfest budget would increase from \$86,928.25 to \$110,408.25. The request is \$38,480 for spend in this fiscal. This went before the Advertising Committee and was approved. This is committed out of next fiscal year's budget. There was question about the way the money is being sent on different types of advertising but staff and Fine believe that it is correct for the demographic that is trying to be reached.

Fine suggested getting with Abbatessa about making a short survey that could go with the partners to Sturgis in order to find out more about it.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$38,480 SPEND IN THIS FISCAL YEAR. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 10-0.

8. Public Relations Update

Lori Campbell Baker updated the board on the past month. The travel writers who just left had a good time and it went well. They are all over the media marketplace and messaging right now.

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9. Paradise Report

Pat Cote from Paradise updated the board on the past month. All of the previously approved media has been purchased. They will now start to work on the new fiscal year budget coming up. Paradise is very happy with all of the added value they have gotten recently.

Paradise also revealed two new images for the Biketoberfest® and Bike Week campaigns.

10. Committee Updates

Advertising Committee: The Bike Week advertising was presented and approved, as well as the funding request for the 2015 Lifeguard Championship. Also, the 'Bacon Beatdown' was presented for funding, but was not approved to go before HAAA.

ACHT Committee: Carol Platig advised they are scheduling quarterly meetings. There was discussion about items that have not been resolved to either approve them or move on. The video 'Daytona By Day' was done and they have decided to do a 'Daytona By Night' one as well. It is hoped this video will be ready in the next four weeks.

Biketoberfest® Committee: The Master Plan went out a few weeks ago and due to the City of Daytona Beach on May 22nd. The committee will meet at the beginning of June. Abbatessa will present this to the City Commission as he has in the past.

Meetings & Conventions Committee: No report- no meeting.

Sports Committee: No report- no meeting.

Tour and Travel Committee: No report- no meeting.

11. Old Business

USSSA may not work out as the City of Daytona Beach cannot get the land side of the deal together. No official word yet.

12. New Business

Chair Lansberry mentioned that we now have a need for an HR committee as this was something that the CVB used to handle. Samir Naran has agreed to chair, with Carol Platig and Kyri Drymonis part of the committee. This will happen in the next few weeks. Trish Ruffino and Tom Caradonio will be handling the committee.

Samir Naran brought up Jeep Beach as it is growing a lot just on its own. They may want to put the CVB behind the event as the CVB could really help push it forward and bigger.

THE MEETING WAS ADJOURNED AT 3:58 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**