

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, May 21, 2014

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering

Board Present:

Steve Farley, Kyri Drymonis, Blaine Lansberry, Jason Reader, Libby Gallant, Samir Naran, Pravin Patel, Michael Kardos, Chris Bowler and Dan Francati.

Guests:

Jeffrey Cassady, Kim Blaylock, John Nicholson, Kay Galloway, Susan Zeigler, John Ludwig, Gary LaPage, Evelyn Fine, Bob Davis, Charles Hargrove, Dan Ward, Kerry Martin, Miranda Smith, Kevin Bowler, Thomas Leek, Don Poor, Bryce Nierenberg, Jeff Clift, Frank Carbiener, Brooklyn Cravens, Paul Slaven.

Staff:

Tom Caradonio, Liz Grindell, Lisa Bordis, Sharon Mock, Linda McMahon, Greg Price, Gentry Baumline-Robinson, Tonya West, Roxanne Olsen, Leda Beever, Tara Hamburger, Gwen Hall, Sharon Bernhard, Jennifer Kies, and Shawn Abbatessa.

CALL TO ORDER

Chair Dan Francati called the meeting to order at 1:02PM.

1. Approval of Minutes

Chair Francati asked for a motion to approve the minutes from the HAAA Meeting on April 23, 2014 as presented. Lisa Bordis noted that the only change in the minutes was, as requested by Chair Francati, the names of employees who were included in the payroll adjustment were added to the motion to clearly state who was getting the payroll adjustment. Otherwise, the minutes are as presented.

CHRIS BOWLER MADE A MOTION TO APPROVE THE MINUTES FROM THE APRIL 23, 2014 MEETING AS PRESENTED. JASON READER PROVIDED THE SECOND. THE MOTION PASSED 10 TO 0.

2. Market Development

a) Symetra Tour Championship

Kevin Bowler came to request \$10,000 for this event. This was presented to the Ad Committee and was approved. This is a golf tournament at LPGA. It is the season-ending tournament. This is now partnered with the Boys & Girls Clubs of Volusia and Flagler counties. The total room nights estimated at this time are 620.

Jason Reader thought this is a great event. This is great for our destination and for LPGA.

READER MADE A MOTION TO SUPPORT THE SYMETRA TOUR CHAMPIONSHIP WITH \$10,000. LANSBERRY SECONDED THE MOTION. MOTION PASSED 10 TO 0.

b) Daytona Blues Festival

Shawn Abbatessa explained that this event was presented to the Ad Committee to get vetted. The only requirement with the Blues Festival is that they requested \$15,000 and were only approved for \$10,000. There was a motion and a second but required them to come before the HAAA board with proven room nights for the event with Frank Carbeiner is presenting.

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Carbeiner explained this event is on its fifth year. Their main goal has been to bring the traveling Blues fans to this event. Now that it is established, historically, this would be the year these fans would travel to our event. They are seeing a 30% increase in room nights every year. This is the second year they are requesting money of support for this event. Last year they received a \$7,500 grant which purchased out of market advertising. They are estimating at least 499 room nights for this year's event. Their website is getting more traffic than ever before. This year's booking are already higher than last year at this point.

Mike Kardos suggested they come up with a methodology of supporting their room nights generated. Evelyn Fine added that she has a method they can use in the venue to collect information they are looking for. Fine will get with them as it gets closer to the event.

LANSBERRY MADE A MOTION TO SUPPORT THE AD COMMITTEE'S RECOMMENDATION OF SUPPORTING THE DAYTONA BLUES FESTIVAL AT \$10,000. STEVE FARLEY SECONDED. MOTION PASSED 10 TO 0.

3. Chairman's Report

- Chair Francati thanked Sharon Mock for her help while we were in the transition of Executive Directors.
- Gentry Baumline-Robinson is leaving the company.
- The Brown and Brown Museum is opening next year. This is something Chair Francati thinks HAAA should consider supporting. Chair Francati also suggested Caradonio to meet with the director of the museum and then come back to the board with the plan. "HAAA should help launch this museum as much as it can," said Chair Francati.
- 2014-14 budget planning is coming up soon. Budget should be complete by end of July. Chair Francati gave the board some direction options that they could complete and this could help with what areas they are looking at advertising in and how much per each month. Lansberry added that this is a good start; however they really need to focus on advertising based on research, not opinion. Also to provide some type of past spend so they can see where they have been verses where they plan to go. "The more historical prospective we have, the better informed our decisions are," said Lansberry. Chair Francati suggested that Caradonio set up a budget workshop in order to make some of these decisions.
- Caradonio was instructed to set up an ad agency search committee meeting before the June meeting to narrow down the submissions. It would be great if the board could vote on this at the June 18th regular meeting.
- It was brought up the Long Range plan expires this year and it is probably time to renew it. Lansberry added it should be done every other year. This is something that could be done in a Strategically Planning Workshop.
- The June meeting they are expecting McGladrey to present the findings from their audit. There is no integrity or theft found in the audit. However, a few things are needed to get tightening up. Caradonio will help correct. Chair Francati suggested this would be presented at the next board meeting.
- Caradonio would like to get rid of Per Diem as the process is not the easiest way it could be.

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

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Wednesday, May 21, 2014

- Caradonio will be changing the credit card procedure for the employees. This will go into effect on May 30th after the staff meeting.
- Chair Francati explained staff that currently have credit cards are going to be evaluated and the process will change more to help with the audits and help make it smoother.
- Caradonio is going to meet with our bank to get some kind of incentive started for the money in the bank.

Per Diem

As discussed, Caradonio as well as the past two audit firms would suggest changing the Per Diem procedure. McGladrey suggested changing from Per Diem to actual cost.

LANSBERRY MADE A MOTION TO FOLLOW MCGLADREY'S RECOMMENDATION OF MOVING AWAY FROM PER DIEMS AND BACK TO ACTUALS FOR THE STAFF. STEVE FARLEY MADE A SECOND. MOTION PASSED 10 TO 0.

Discussion continued. It was asked that there be some type of travel guidelines set up. Like a limit for each day for when they are traveling.

4. Financials

Liz Grindell presented the financials. There was some discussion about how the financials are being presented verses how the board would like it presented. Chris Bowler suggested that Caradonio work with Grindell on getting a new and easier PNL for month to month. Budget was discussed as well. At the June meeting they will bring recommendations on how to move money around. Caradonio will meet with the bank about a possible sweep account.

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS. MIKE KARDOS SECONDED. MOTION PASSED 10 TO 0.

5. ADR/OCC Report

Evenly Fine presented the March Occupancy and ADR report. Over in March, there was a decline from 79% to 76%. Please remember, last year in March there was Easter, verses this year there was not. Also, bad weather was a factor as many could not travel down here through it. A lot of people rebooked their trips for a time less busy actually.

6. Public Relations

Gentry Baumline-Robinson updated on the exposure Daytona Beach received in the Orlando market which was collaboration with the other two ad authorities. Dan Ward with Curley and Pynn also updated of their work over the past month.

7. Push

Gary LaPage updated on what Push had been working on over the past month. There are no action items this month.

8. Bruce Nierenberg and Associates

Mr. Nierenberg presented a new idea he has for Daytona Beach marketing. There is no such "all-inclusive resorts" in the States and they are trying to bring a type of all-inclusive resorts to Daytona Beach. This would include food, play and stay.

HALIFAX AREA ADVERTISING AUTHORITY

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9. Elections

Chair Francati opened the floor for nominations.

- Gallant nominated Blaine Lansberry for HAAA Chair. Steve Farley seconded. Motion passed 9 to 0.
- Farley nominated Mike Kardos for Vice Chair. Blaine Lansberry seconded. Motion passed 9 to 0.
- Mike Kardos nominated Steve Farley for Secretary/Treasurer. Libby Gallant seconded. Motion passed 9 to 0.

10. Sunshine Law Presentation

Charles Hargrove with Volusia County Legal came and did a presentation/educational seminar on the Florida Sunshine Law. All employees that were working in the building participated for this presentation. Charles Hargrove provided a Power Point copy of his presentation and that will be kept with a copy of these minutes.

11. Public Participation

The floor was open to the public for comments.

THE MEETING WAS ADJOURNED AT 4:05pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**