

HALIFAX AREA ADVERTISING AUTHORITY

**Budget Workshop
CVB Upstairs Conference Room
Tuesday, June 16, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Samir Naran, Carol Platig, Michael Kardos, Kyri Drymonis and Stephanie Benedict.

Board Absent:

Libby Gallant, Mihir Patel, John Phillips, and Jason Reader.

Guests:

Evelyn Fine, Elizabeth Griffin, Glenn Bowmen, Brad Cofin, Pat Cote, Melissa Tobin, Cedar Hames, and Charles Hargrove.

Staff:

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

CALL TO ORDER

Chair Blaine Lansberry called the workshop to order at 2:02PM.

1. Budget Discussion

Chair Lansberry explained that as of right now we have time to change and correct items on the budget and Marketing Plan. The final of both will be presented at the July board meeting and then in front of County Council in August. This is a working session and everyone should give their input as well as ask questions. The number from the county is \$7,574,968.

Items brought up:

- *Page 3-* Some of the items on the budget were not used yet, so then it is possible to lessen the obligations of reserves. Samir Naran asked about the return from NAIA last year as it was discussed getting some of the money earned back once sales were complete.
- *It should be noted the amount in the reserves is actually \$660,000 instead of \$600k. This is separate and drawing interest.*
- *Page 3-* The \$574,500 request are all commitments that have been made, motioned and approve by the board in the past meetings, over the last few years.
- *Page 8-* Change in outdoor advertising verses online advertising. The 2014/15 estimate is much higher than what is requested for 2015/16. It is showing it to be reduced for 2015/16 and members are suggesting that this needs to be changed. (Shawn suggested waiting on Paradise's presentation to help clear this up and give another alternative for spending for these two items.)

Paradise presented the board with options on how to spend the marketing money. This is different than what is listed in the budget and is suggested as follows:

- | | |
|-----------------------------------|--|
| → Print: \$320,361.03 or 11% | → TV: \$1,164,949.20 or 40% |
| → Out-Of-Home: \$116,494.92 or 4% | → Digital/Social: \$1,310,567.85 or 45%. |

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- *Page 4-* Cost questions came up and explained.
- *Page 10-* Consumer Marketing budget raised dramatically because it was decided that the large “sell out” events be added as a line item instead of Special Events.
- *Page 12-* Membership costs were brought up as to why such an increase. Linda McMahon said she would double check this figure. Rebate program amount was in question as well. McMahon explained that most of those dollars are being spent in the future and is already committed, but not spent yet. Chair Lansberry asked for a recap report of this at the July meeting.
- *Page 9-* This is something that was miscoded and has been fixed, which explained why the numbers are different for direct mail, fulfillment and postage.
- *Page 11-* This is being moved to regularly funded request instead of special event funding. These events will still have the same requirements but the line item will be different. This will save the board time each year when they are requesting money. The only events this covers are, Bike Week, Biketoberfest, Wings & Waves, Fall Turkey Run and the Spring Turkey Run. Possibly move Wings & Waves to advertising because it will not be used in this fiscal year. Caradonio and Shawn Abbatessa will look into this and move any money not being used.

Chair Lansberry suggest going back to the presentation by Paradise to shift from print to digital and TV. Paradise explained what all involved with going this route and how the digital does have TV components to it.

The board is agreeing with the move to digital is very important and like this plan the best. It is subject to changes but is a start.

2. Marketing Plan

Chair Lansberry requested board members take home the draft Marketing Plan and send any comments or suggestions to Tom Caradonio. Chair also requested for board members who are not present to be sent the marking plan via email to get their input as well.

THE WORKSHOP WAS ADJOURNED AT 4:10 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**