

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting CVB Upstairs Conference Room Wednesday, July 16, 2014

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

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

Guests:

John Nicholson, Kay Galloway, Dan Ward, Evelyn Fine, Cedar Hames, Larry Tolpin, Rudy Webb, Steve Cooke, Charles Hargrove, and Bob Davis.

Staff:

Tom Caradonio, Liz Grindell, Lisa Bordis, Shawn Abbatessa, Sam Pollack, Linda McMahon, and Lori Campbell Baker.

CALL TO ORDER

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

1. June 18, 2014 Board Meeting Minutes

Chair Lansberry explained that there is a list of names which will be attached to the minutes. These names are the ones covered in the motion approving staff raises. Lisa Bordis explained that this is needed in order to help the auditors when they come across this motion. This will alleviate any issues in the future.

STEVE FARLEY MADE A MOTION TO APPROVE THE JUNE 18, 2014 MINUTES. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 9 TO 0.

Chair Lansberry added that they will be forming a HR committee and the committee can handle things like new hires and salaries.

2. Executive Director Report

- Tom Caradonio introduced the two new hires, Lori Campbell Baker and Sam Pollack.
- Caradonio explained they are working on getting the 2014-2015 budget together and will get to HAAA board on Thursday.
- There will be a Budget Workshop on Thursday, July 24th at 3:00pm. Location is still to be determined.
- Caradonio meet with Curley and Pynn on Monday. They explained they will be starting to do PR in house and will be done with their contract on September 30th. Charles Hargrove explained the board would have to renew the contract with Curley and Pynn, or the contract dies out. However, it was requested they give a bid for special projects in case we need them in the future.
- Chair Lansberry asked all board members to mark their calendar for August 21st so they can try to make it to the County Council meeting to show their support behind Caradonio when he presents.

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, July 16, 2014

3. Financials

Liz Grindell went over the financials. There was some discussion about format for the County and how it is being handled now. The format and timing of financials were brought up and Chair Lansberry explained this is being fixed and will start to be done in a timely fashion. Grindell explained the County distribution letter and the increase over last year.

DAN FRANCATI MADE A MOTION TO APPROVE THE FINANCIALS. JASON READER SECONDED THE MOTION. MOTION PASSED 10 TO 0.

Ratification of Certain Relocation Expenses for Tom Caradonio

HAAA previously approved Caradonio's relocation expenses up to \$15,000. A list of the expenses that have been paid thus far were provided to the board. Caradonio has provided proper paperwork that shows he is now a resident of Volusia County.

LIBBY GALLANT MADE A MOTION TO APPROVE TOM CARADONIO'S EXPENSES AS SUMMARIZED AND PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 10 TO 0.

4. ADR/OCC Report

Evelyn Fine explained the ADR and OCC report for May 2014. Fine had good news in her reports this month. There was a significant increase for May. Overall Daytona Beach Area Occupancy increased to 63 percent in May 2014. This is up from 56 percent in May 2013. The Daytona Beach Area Average Daily Rate increased to \$102.31 in May 2014. This is up from \$96.22 in May 2013. The Daytona Beach Area Revenue per Available Room increased to \$64.91 in May 2014 from \$53.95 in May 2013.

5. Partner Reports

Ocean Center

Don Poor came to present how the Ocean Center has spent the \$400,000 grant money given to them from HAAA. The Ocean Center has allocated \$47,176 for two new salaries, wages and benefits for both new positions, \$11,273 for sales travel and \$8,244 to Central Florida Sports for Junior Pan American Championships and Stars & Stripes. They have set aside \$50,000 per year for a total of \$250,000 for an event they have bid on, but not yet won. If they do not get the event, the money will get reallocated.

Daytona Beach International Airport

Steve Cooke from DBIA came to update what has been going on at the airport. "We are having an upbeat year!" said Cooke. Last month was a five percent increase over last year. Total passengers over the last twelve months are about 623,000. In the last 16 years that is about number four. By the end of the year, we will probably be number two. Cooke is still continually talking to JetBlue. It is a work in progress.

6. Event Funding Request

Wings and Waves

Rick Grissom with Wings and Waves presented his request for \$30,000 in funding. This was presented to the advertising committee with a request of \$20,000. It was recommended by the

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Wednesday, July 16, 2014

advertising committee that Grissom come up with more advertising and request \$30,000 from HAAA instead of \$20,000. A plan to use \$30,000 HAAA promotional funds was provided to the board to see what radio buys were included in this new plan. This show is every other year and this year will be on October 11th and 12th.

JASON READER MADE A MOTION TO ALLOCATE WINGS AND WAVES WITH \$30,000 OF FUNDING. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10 TO 0.

This is also the same weekend as the Blues Festival. This will be good for visitors because one is during the day and one is at night.

7. Public Relations Update

Dan Ward from Curly and Pynn came and updated on the past month's work. They met with Lori Campbell Baker and Tom Caradonio on Monday and are working on what they can do to finish out their contract. They will start working on trip scheduled for October. Ward also updated on the work they are trying to do with Vince Carter as his schedule has caused some delays. Push also participated with a Twitter Chat which was good exposure and a lot of other competing destinations participated as well.

Lori Campbell Baker explained they are going to try to accomplish as much as planned through the end of the contract. Push will set them up for the FAM trip in October. Campbell Baker also brought up last October's Dine Around experience. From the PR standpoint they would like to do something that is going to bring positive attention to the destination.

8. Committee Updates

Chair Lansberry explained that the committee chairs will now have a spot on the agenda every month to update the board on what is going on with their committees. Lansberry added, if there is no update, that is okay too.

Advertising Committee

Mike Kardos updated on the Advertising committee. They just met last week, and a lot of what was discussed was already covered in today's meeting. Push did attend and updated on the past two months. Shawn Abbatessa added that the mobile and tablets are up and running now with the website. It is in real time.

ACHT Committee

Dan Francati explained they have not met yet but one of their big focuses will be the launch of the new Brown and Brown Museum. Also, from the staff point of view- Lori Campbell Baker will take over this committee from here on out.

Biketoberfest@ Committee

Kryi Drymonis explained this committee only meets twice a year, so there will not be many monthly updates. This past month they did meet and the master plan for it goes up in front of the city tonight and will let the board know what happens.

Meetings & Conventions Committee

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, July 16, 2014

Steve Farley explained they met on Monday and went over the budget and came to an agreement and hope to get it passed.

Sports Committee

Samir Naran explained they met and discussed what travel the staff would be doing.

Tour and Travel Committee

Libby Gallant explained they met this week also and discussed the budget and travel schedule. There is some upcoming travel and that is exciting. They are working on new sales missions and adding in some call center trainings.

Chair Lansberry explained all of this adds up to the budget that Caradonio and staff have been working on in the past month. This will be brought up at the Budget Workshop on next Thursday. Lansberry requested board members to reach out to Caradonio before the meeting so they are ready and can get moving forward with an approval.

9. Old Business

Dan Francati brought up the NAIA football game coming up in December. He would like them to come back and update the board on this event. It was agreed for a profit and loss type so it would be nice to get updated on the progress.

THE MEETING WAS ADJOURNED AT 3:43pm.

Respectfully submitted,

Lisa Bordis

Executive Assistant