

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, September 17, 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, Carol Platig, Sharon Mock, Dan Francati and Michael Kardos.

Guests:

Larry Tolpin, Cedar Hames, Brenda de Treville, Charles Hargrove, Pat Sullivan, Hardy Smith, John Bisignano, Charles Singleton, Mike Sandler, Georgiana Brown, Kyle Sturley, Randy Gooden, John Nicholson, Kay Galloway, Skyler Swisher, Josh Wagner, Vicki Foley, and Angela Payne-Gelernic.

Staff:

Tom Caradonio, Lisa Bordis, Bobbie Euler, Greg Price, Shawn Abbatessa, Linda McMahon, and Lori Campbell Baker.

CALL TO ORDER

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

1. August 20, 2014 Board Meeting Minutes

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

STEVE FARLEY MADE A MOTION TO APPROVE THE AUGUST 20, 2014 MINUTES. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11 TO 0.

2. Executive Director Report

- Caradonio said he went to visit the booth to see what they could do to lower to cost of shipping while repurposing it.
- Senior staff will be attending the Governor's conference next week.
- Hired a new Finance Director, Bobbie Euler, who already started.
- Presented budget to County Council- went well and got approval.
- Attended Connect in Orlando.
- Caradonio worked with Charles Hargrove of County Legal department to get the Paradise Contract completed and the approval of the James Moore and Company Audit Engagement letters.

Paradise Contract

Caradonio, Paradise and County Legal have brought the advertising contract to the board for approval. Caradonio explained Paradise has been working for about two months, without pay. They have opened an office and hired a local person to work in that office. This contract is for two years, with option to renew. Paradise will create a shell that we will use for everything which will make every ad we produce have the same look throughout. All the tag lines and the borders will be the same too. Paradise explained, basically they will be working on branding the name, not just the logo.

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Sharon Mock asked when Paradise thought they would have some concept to look at. Paradise plans to begin right away and hopefully have something before next HAAA board meeting.

MIKE KARDOS MADE A MOTION TO APPROVE THE ADVERTISING CONTRACT WITH PARADISE ADVERTISING AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 11 TO 0.

Audit Engagement Letter

County Legal and Bernadette Britz-Parker from James Moore and Company worked on preparing engagement letters. Charles Hargrove from County Legal mirrored this off of the county contract using the same services. The contract between the county and James Moore is incorporated by reference.

MIKE KARDOS MADE A MOTION TO APPROVE JAMES MOORE AND COMPANY AUDIT ENGAGEMENT LETTERS AS PRESENTED. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11 TO 0.

3. Financials

Caradonio went over financials. Many board members questioned about the format in which they received the financials. They were muddled as it is more like the budget instead of the financials. Bobbie Euler explained she only spent one day with Grindell before she left and did not know there was another format that was expected. She will work on this and get a better format for the next meeting.

Some of the board had questions about the amount (or lack thereof) in reserves listed. Unfortunately, due to Liz Grindell being out on vacation, neither Caradonio nor Bobbie Euler was able to clear that up. It was noted and will get figured out when Grindell gets back from vacation.

June and July tax numbers are in and we are at close to a 12% increase year to date. July shows continued increased results in occupancy.

KYRI DRYMONIS MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED CONTAINING OUTSTANDING QUESTIONS CONCERNING THE RESERVES. STEVE FARLEY SECONDED. MOTION PASSED 11 TO 0.

*Bobbie Euler will work on clearing up the reserve questions when Grindell gets back on the 22nd.

4. Partner Reports

NAIA Update

Hardy Smith from the City of Daytona Beach came and updated on the status of NAIA. Smith explained what different partners are doing to help this event be very successful. The City of Daytona Beach, the Daytona Beach Chamber, the DBACVB and many others are getting in on this to make it as successful as possible. There will be a production during pre-game and half-time. They are going to make this a full experience all around. There are also some dinners, events and functions that are part of the overall program and will help it thrive.

The top two teams right now are from Iowa and that is exciting because they will be looking forward to coming to Daytona Beach during the December month!

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Central Florida Sports

John Bisignano with Central Florida Sports Commission updated on the Trampoline and Tumbling Championships. Bisignano thanks the board for their help on this event with the HAAA grants.

5. Push Monthly Update

There was no one from Push at the meeting and no printed monthly report was provided.

However, Paradise had some update to give. They have been working to move any assets over from Push to Paradise. They will start to transfer over to Paradise next week. Paradise will be giving the hard drive containing the assets to the CVB so it will be housed there and easier to locate in the future. Paradise is ready to get started and move forward.

6. Public Relations Update

Lori Campbell Baker updated on public relations and status with Curley and Pynn as they were not present at the meeting. Campbell Baker worked with Paradise to secure some basic services she will begin to use in October and they will be cheaper than when used thru Push. They currently have four writers lined up for a trip during the Wings and Waves event and Blues Festival weekend. They have also invited meeting planners to join in on this experience. This will continue to reinforce that Daytona Beach is the festival capitol. They will get to taste a few while here as well as events in New Smyrna Beach and Deland.

7. Committee Updates

Chair Lansberry gave the committee chairs time to update the board on anything that happened over the past month.

ACHT Committee

Next meeting will be on October 7th at 3:00pm. Campbell Baker explained they met with the video creators and have made some changes to them which will be presented at that meeting.

Biketoberfest@ Committee

Kryi Drymonis explained there is an ad currently running in a South East, well-known magazine for Biketoberfest. There are also ads running at Sturgis.

8. New Business

Chair Lansberry explained the meeting schedule through the end of the year. HAAA will meet as usual in October and November. In December, instead of having a regular meeting, there will be a Strategic Planning Workshop as it is always difficult to get a quorum around Christmas.

9. Public Participation

There were four people in attendance for public participation this month. They all came to support County Councilmen Josh Wagner and his venture with USSSA.

Councilmen Wagner explained this prospect with USSSA was brought to him back in February. USSSA is looking for somewhere bigger than where they are now, a home base. USSSA thinks Daytona Beach is the perfect location and they think the interchange with the One Daytona will help

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even more. Councilmen Wagner brought this up to County Council and they suggested have Team Volusia and CO Alliance. Councilmen Wagner explained he is only an elected official and not a hotel expert. He is suggesting meeting with hotel experts and coming up with a basic plan to get the conversation started. USSSA needs 16 fields and they also need a headquarters. Basically, the community can come up with about \$5mm in grants and other things in Volusia County and State Grants. The other \$15mm would be a loan from bed taxes and hotel rebates. There is a potential partner with parking for potentially \$250k per year.

Members of the public; Patrick Sullivan, Angela Payne, John Nicholas, and Randy Gooden had a chance to speak regarding this opportunity and all are in favor to make this work out.

THE MEETING WAS ADJOURNED AT 3:41 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**