

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
BW Aku Tiki
November 15, 2016**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Mike Kardos, Mihir Patel, Blaine Lansberry, Jim Berkley, Kyri Drymonis, Samir Naran, Carol Platig, and Steve Farley.

Board Absent:

John Phillips, Libby Gallant, and Carol Platig.

Guests:

Charles Hargrove, Bob Phillips, Rich Musgrove, John Morgan, Rudy Webb, Cedar Hames, Tom Merrick, Elizabeth Gifford, Jim Abbott, Andrew Folsom, Kelli Wilkinson, Norm Patel, and Bob Davis.

Staff Present:

Lisa Bordis, Shawn Abbatessa, Trish Ruffino, Lori Campbell Baker, Ben Kapadia, Kate Holcomb, and Linda McMahon.

CALL TO ORDER

Chair Mike Kardos called the meeting to order at 2:01 p.m.

1. Consent Agenda

No items were pulled from the consent agenda.

STEVE FARLEY MADE A MOTION TO APPROVE THE CONSENT AGENDA. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 7-0.

2. Financials

A) August Financials

Trish Ruffino went over the financials for August. Ruffino explained there are two parts to the report, preliminary October number for kicking off 2016/17. No revenue numbers are up for October yet. Yesterday the collections numbers for September were received. The numbers presented are subject to change and the revenue number will be added for September. We are in good shape with cash right now, compared to past years at this point. Chair Kardos brought up the money to roll over into actionable items in 2016/17 instead of places it in the reserves. Samir Naran asked about the hotels that were/are down from Hurricane Matthew, which will result in lower numbers. Naran asked about the preparing of the expected loss of revenue from the rooms that were closed from the hurricane.

B) FLSA Brief

Ruffino explained they have met with every staff member who this new law effects, all have now been made aware of the changes. The changes will go into effect on December 1st. The employees will go from Exempt to Non-Exempt status. They will now go from salary to hourly employees. The staff will not get overtime or comp time and supervisors will make sure their direct reports will not work over their scheduled time. Lori Campbell Baker expressed her gratitude to Ruffino's performance with this process.

B) 2015/16 Overage Spend

Christine Walker with James Moore said we didn't have to wait for final audited number in order to go before County Council to request the money. This means, we could get in front of County if the board would like. Campbell Baker said that the board would need to see the plan and give it consideration and approval before going in front of the County Council.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
BW Aku Tiki
November 15, 2016**

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. MIHIR PATEL SECONDED THE MOTION. MOTION PASSED 7-0.

3. Golf Marketing Proposal

The budget for golf marketing is \$75,000. Shawn Abbatesa explained that Golfpac would help with the social media and email marketing campaigns. The payments will be made in installments and if at any point it looks like it is not working out to our benefit, it can be pulled. This company works with other competing destinations however, Daytona Beach would be the only preferred destination on their website and service stand point. Golfpac books actual tee times with the local golf courses. The golfers would be able to play at other golf courses but ultimately stay in our taxing district. Abbatesa is requesting the board approve this today, and is still taking hotels who want to join this program.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE GOLFPAC PLAN AS PRESENTED, AND REQUIRE MONTHLY REPORTING. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 7-0.

4. Paradise

a) Danica Patrick Advertising

Shooting is tentatively set for December 14th. The contract allows eight hours for shooting. This is a house on the beach that was featured in Southern Living a few years ago that has everything they are looking for and will keep the production from having to go out into the destination. Choosing a single shooting location helps with the weather and flexibility. Tom from Paradise read over the proposed scripts and the board was pleased with them. Danica will have to approve the script. The total cost, \$130,000 was already approved by the board. Steve Farley asked about any future possibilities with shooting and it was explained that wouldn't happen without another contract. They are hopeful to get enough footage on the day of shooting planned. The footage can be used for one full year on advertising that is not paid. Additionally, Danica will make eight social media posts throughout the year.

JOHN BETROS MADE A MOTION TO APPROVE THE DANICA PATRICK CREATIVE SCRIPTS AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 7-0.

b) \$174k New Key Markets Spend

All of this spend is new marketing for Daytona Beach.

New Key Markets:

Paradise Digital – Contextual	\$20,000.00
AARP Online	\$18,000.00
Local News Online	\$12,000.00
Travel Zoo	\$50,000.00
Travel Spike	\$32,000.00
Sherman's Travel	\$24,644.54
Ad Serving Fees	\$2,205.00
Production Cost	\$15,884.95
Total Spend:	\$174,734.49

Advertising committee saw this proposal and recommended it come to HAAA for approval.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$174,734.49 PARADISE PROPOSAL. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 7-0.

c) Focus Group report & new changes to creative

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
BW Aku Tiki
November 15, 2016**

Campbell Baker explained that the CVB held Focus Groups with Paradise and Mid-Florida Marketing and the results were not exactly astounding. Some of the respondents were still remembering 1989 in Daytona Beach. However, most of the responses were positive. The creative presented was neutral, so Paradise came back and made revisions to make the creative more in line with what was discovered over the results. The new plan incorporates a lot of what was discussed.

Naran expressed his concern over some of the wording on this new creative and the dislike of it sounding cheap. He doesn't think that we need to go the route of advertising we are a cheaper vacation destination. Paradise explained the idea is to give the customer thinking they are getting even more for their money even when they don't know it. John Betros added his first impression of this new content was that we're a family friendly beach. He added that everyone is looking for a good value. It was suggested to test this new set first. Farley said the Advertising Committee liked the usage of the artwork and was in favor of it.

JOHN BETROS MADE A MOTION TO APPROVE THE NEW CREATIVE AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 4-2 (PATEL AND NARAN OPPOSED/LANSBERRY LEFT).

5. Meetings and Conventions

Boomers and Groups which was previously brought to the board when the hotel had backed out, is now ready to be considered for approval. The Plaza Resort and Spa and Group Family Travel have signed the contract. This even takes place October 2017 and the cost for the CVB is \$20,000. Chair Kardos asked about the anticipated return on investment. Linda McMahon said that she would be putting in every effort to get a solid ROI. Campbell Baker added it will be a good opportunity and noted it is a commitment we already made. Additionally, this would fall into the 2017/18 budget due to payment after the event. The event is expecting 200 attendees and a few hundred room nights.

JOHN BETROS MADE A MOTION TO APPROVE \$20,000 GROUP FAMILY TRAVEL REQUEST TO BE BUDGETED IN 2017/18 FISCAL YEAR. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 6-0.

6. Committee Reports

Advertising Committee- Everything discussed in meeting already.

ACHT Committee- Met on October 4th and reviewed the first mockup of the new Share the Heritage Culture Guide. This will also include West Volusia and New Smyrna, which is the first time we have collaborated on this project County-wide.

Biketoberfest Committee- Follow up for meeting after event is scheduled for December 12th.

HR Committee- Did not meet.

Meetings & Conventions/Sports/Tour & Travel- Did not meet.

7. Old & New Business

None.

8. Public Participation

None.

THE MEETING WAS ADJOURNED AT 4:09 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**