

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Hilton Daytona Beach Oceanfront
May 16, 2017**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Mike Kardos, Blaine Lansberry, Jim Berkley, Libby Gallant, John Phillips, John Betros, Samir Naran, Kelly Dispennette, Joyce Borda, Rich Byrd, and Steve Farley.

Guests:

Bob Davis, Evelyn Fine, Kate Minnock, Rene Bell Adams, Kelli Wilkerson, Alex Colts, Rudy Webb, Tom Merrick, Cedar Hames, Elizabeth Murphy, Norm Patel, Maria Mojica, Helen Riger, Curtis Zimmerman, Rob Koper, Jennifer Kennedy, Larry Tolpin, Andy Jorishie, John Nicholas, Shelby Greene, Scott Brandon, Barry Sanders, Todd Fuller, Courtney Olbrich, Andy Kovan, Andi Krenitsky, Liz Phelps, Sarah Morris, Garrett Garcia, Tom Kenney, Paul Prato, Sarah Liberman, Amanda Wregey, Dmitrii Osiporskii, and Susan Keaveney.

Staff Present:

Lisa Bordis, Trish Ruffino, Lori Campbell Baker, Jennifer Sims, Sharon Bernhard, Kate Holcomb, and Jennifer Kaniaris.

CALL TO ORDER

Chair Mike Kardos called the meeting to order at 12:30 p.m. Chair Kardos explained that the agenda was packed and presentations will be heard from four advertising agencies after HAAA business is conducted.

1. HAAA Board Elections

Lori Campbell Baker explained that elections will include nominating and voting in HAAA Board Chair, Vice Chair, and Secretary/Treasurer.

STEVE FARLEY NOMINATED MIKE KARDOS FOR HAAA BOARD CHAIR. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 11-0.

STEVE FARLEY NOMINATED BLAINE LANSBERRY FOR HAAA BOARD VICE CHAIR. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11-0.

MIKE KARDOS NOMINATED STEVE FARLEY AS HAAA BOARD SECRETARY/TREASURER. BLAINE LANSBERRY SECONDED THE MOTION. MOTION PASSED 11-0.

2. Consent Agenda

All items on the Consent Agenda were sent to the Board ahead of time and no items were pulled for discussion.

STEVE FARLEY MOTIONED TO APPROVE THE CONSENT AGENDA (ITEMS A-H). LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11-0.

3. Public Participation Policy

Chair Kardos explained that County Legal has provided the Board and CVB staff with a Public Participation Policy resolution for consideration/adoption by the HAAA Board. It requires that the Board allow public participation prior to any vote which involves spending dollars. Board members requested that Lisa Bordis get a copy of the form that County Council uses for public participation during meetings. Board members added that the public should have to follow the same rules as they do at the County Council meetings.

STEVE FARLEY MADE A MOTION TO ADOPT THIS PUBLIC PARTICIPATION POLICY AND ADD IT INTO HAAA'S POLICIES AND PROCEDURES MANUAL. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 11-0.

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4. Financial Report

Staff is compiling figures on the amount of money in each department that could be transferred to Consumer Advertising and activated immediately, in order to firm up the fall season. That figure will be presented at the June 20 Budget Workshop and HAAA can approve the transfer at its July 18 board meeting. Two days later, it would go to County Council for approval.

JIM BERKLEY MADE A MOTION TO APPROVE FINANCIALS. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 11-0.

5. Mid-Florida Marketing & Research

As instructed at the last HAAA meeting, staff worked with County Legal and Mid-Florida on a research contract. This contract will begin on June 1, 2017 and end on September 30, 2018. It outlines all deliverables requested by the Board and also gives options for additional research as requested.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE MID-FLORIDA MARKETING & RESEARCH CONTRACT. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0

Lori Campbell Baker explained that staff has decided to wait to do focus groups due to the change in the advertising agencies. Mid-Florida recommended doing two Image and Use Studies: Florida Residents and East of the Mississippi. They are each \$10,000.

JIM BERKLEY MOTIONED TO APPROVE TWO IMAGE & USE STUDIES FOR \$10,000 EACH: VISITORS THAT ARE FLORIDA RESIDENTS AND THOSE FROM EAST OF THE MISSISSIPPI. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.

6. Advisory Committees

Campbell Baker explained that we have an informal policy which places HAAA Board members as Chair of each advisory committee. There was never a vote on HAAA's part to make this an actual policy. If the Board would like to continue with this, it is recommended to vote to make it a formal policy.

RICH BYRD MADE A MOTION TO HAVE A HAAA BOARD MEMBER CHAIR EACH ADVISORY COMMITTEE. JOHN PHILLIPS SECONDED THE MOTION. MOTION PASSED 11-0.

All HAAA Board member Chair positions and committee applications have been received. A list of committee applicants have been provided to HAAA and are recommended for approval for 2017/18 advisory committees.

STEVE FARLEY MADE A MOTION TO APPROVE ALL PROPOSED ADVISORY COMMITTEE MEMBERS AND CHAIRS. RICH BYRD SECONDED THE MOTION. MOTION PASSED 11-0.

The HR Committee has historically been made up of HAAA Board members only. Samir Naran, Mike Kardos, and Rich Byrd all volunteered for this committee.

STEVE FARLEY MADE A MOTION TO APPROVE HR COMMITTEE MEMBERS SAMIR NARAN (CHAIR,) MIKE KARDOS, AND RICH BYRD. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 11-0.

7. Advertising Agency Presentations

Four advertising agencies were recommended by the Advertising Committee to present to the HAAA Board. These agencies were each given 40 minutes for presentations and 20 minutes for questions and answers.

- A. Paradise Advertising**
- B. The Zimmerman Agency**

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- C. The Brandon Agency**
- D. PP+K**

Chair Kardos noted that Paradise has done a good job with the CVB account and wants to know if the Board thinks they should continue on or if we should consider one of the other agencies. Galloway added that she has been working with Paradise daily and they have been doing a good job and from what she can see from them so far, she is happy.

Lansberry asked if Paradise is able to produce the real-time reports others referenced today. Jennifer Sims explained that Paradise does have access to our analytics and the CVB has access to the website from the back end. Questions were asked about process and expectations from the agencies, the contract and ranking them instead of just voting for one. Ranking the firms gives the Board a number two, just in case there is an issue with contract negotiations. Lansberry also reminded the Board that when we change agencies we must factor in the cost of doing so. Galloway estimates that it would probably run about 10-20% of the total spend to change agencies. There seemed to be some flexibility within the agencies presenting to use some of the assets we currently have, however a new agency comes with the expectation of new creative.

John Phillips asked how long Paradise has been our advertising agency, which is 2.5 years. Galloway said normally when you have an agency you try to stick with them for multiple years to have some consistency. Kelly Dispennette asked if anyone thinks we have impacted the Spring Break image since hiring Paradise. Some of the agencies have more destination experience than others. Lansberry also noted that one of the agencies suggested doing 20-30 videos per month. It was suggested by some Board members that perhaps Paradise didn't put as much effort into their presentation as before -- or as much as their competitors.

Discussion was had about agencies being out of state. Campbell Baker does not see this as an issue and the contract will reflect the agency attend certain meetings, etc. Phillips asked if the Brandon Agency having Myrtle Beach is a conflict or advantage.

The HAAA Board was instructed to rank each firm from one to four, with one being their top choice.

Ranking was 1-4, with lowest number winning

1. The Brandon Agency (10)
2. Zimmerman Agency (19)
3. Paradise Advertising (26)
4. PP+K (26)

STEVE FARLEY MADE A MOTION TO BEGIN CONTRACT NEGOTIATIONS WITH THE BRANDON AGENCY.
KELLY DISPENNETTE SECONDED THE MOTION. MOTION PASSED 9-0.

THE MEETING WAS ADJOURNED AT 5:41pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**