

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Hilton Daytona Beach Resort
September 27, 2017**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Blaine Lansberry, Libby Gallant, John Phillips, John Betros, Samir Naran, Kelly Dispennette, Joyce Borda, Kevin Hines, Jim Berkley and Steve Farley.

Board Absent:

Rich Byrd

Guests:

Bob Davis, Evelyn Fine, Charles Hargrove, Shelby Greene, Scott Brandon, Andy Kovan, Bud Hanson, Missy Thompson, Christie DeAntonio, Barry Sanders, Jennifer Labonte, Linda Bowers, Jim Abbott, Suzanne Heddy, Rene Bell Adams, Carl Borgandi, Ray Denide and Norm Pyter.

Staff Present:

Lisa Bordis, Trish Ruffino, Lori Campbell Baker, Jennifer Sims, Kate Holcomb, and Linda McMahon.

CALL TO ORDER

Vice Chair Lansberry called to order at 2:00 p.m. and welcomed new board members Linda Bowers and Kevin Hines. Kevin Hines is officially on the board as of today's meeting and Ms. Bowers will start October 1.

1. Consent Agenda

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

STEVE FARLEY MADE A MOTION TO APPROVE CONSENT AGENDA. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 10 -0.

2. Election of Officers

Mike Kardos resigned due to health reasons, so election of a new chair for this position is needed.

JOHN BETROS MADE A MOTION TO NOMINATE LIBBY GALLANT AS CHAIR. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.

JOHN BETROS MADE A MOTION TO KEEP THE VICE-CHAIR AND SECRETARY/TREASURER THE SAME. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 10 -0.

3. Committee Chairs needed

a. ACHT Committee

Joyce Borda said the last ACHT meeting was in August and that the committee is filled with ideas and high interests. It only meets four times a year.

STEVE FARLEY MADE A MOTION TO NOMINATE LIBBY GALLANT AS CHAIR OF ACHT COMMITTEE. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

b. Tour and Travel Committee

Jim Berkley chaired the committee last year. The Tour and Travel group was highly involved.

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JOYCE BORDA NOMINATED LINDA BOWERS FOR THE TOUR AND TRAVEL CHAIR. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 10-0.

4. Benefits

The HR Committee had recommended (in order of preference) Paychex, ACH and the ADP. Trinet is no longer an option for us because of the PPO not being allowed by the County. We have been able to extend Trinet through the month of October, so we need to make the decision to start a new company on November 1. Just prior to today's meeting, Paychex announced that they will not be able to do the type of contract the County requires. ADP announced (moments ago) that they would not be able to provide the insurance required by County Legal.

Samir Naran asked Charles Hargrove, County Attorney, about what the exact issue is with these companies. The leased employees were supposed to be protected but they are not. Vice-Chair Lansberry asked Naran to explain how they had come up with the 1, 2, 3 order. Paychex is slightly cheaper, which was nice. Naran didn't like that ACH changed their price from \$42,000 to \$27,000. They had also tried to charge more for taxes which are consistent and can't be different between companies. Naran said this was the committee's recommendation but it seems there is now only the one option now, ACH. All of this information we have found out in the last hour or so.

John Betros asked about the co-insurance costs being higher than the others. Naran wants to look into the employee liability insurance (EPLI) because we need to get that on our own. The HR Committee did not feel comfortable making a recommendation regarding this purchase, since there were a lot of exceptions in the policy.

JOHN BETROS MADE A MOTION TO ENGAGE ACH. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 10-0.

5. Healthcare Increase

There is a 9% increase for the month of October that has been passed on to the staff. Naran explained that the HR Committee recommends that HAAA cover this cost. The total difference is \$1,300 for this increase. HR Committee wanted to give the employees a one-time health care coverage. Ruffino said the total cost to include the taxes would be \$1,453.

JOHN PHILLIPS MADE A MOTION TO COVER THIS COST, JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

TRISH RUFFINO WENT OVER THE FINANCIALS. JOYCE BORDA MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.

6. Paradise Advertising

Kay Galloway explained that the two events coming forward today for funding have both been reviewed by the Advertising Committee. The money is budgeted and the expenditure is recommended by the Committee.

JIM BERKLEY MADE A MOTION TO APPROVE A DECEMBER TO REMEMBER FUNDING REQUEST OF \$15,000. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

The second event, the Daytona Turkey Run, is built into the annual budget. Last year the event was a success, even after Hurricane Matthew had just passed.

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Vice-Chair Lansberry thanked Paradise Advertising for their time spent on our campaigns.

7. The Brandon Agency

STEVE FARLEY MADE A MOTION TO RATIFY THE BRANDON AGENCY CONTRACT. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 10-0.

The Brandon Agency explained that they came into the market in July and did a planning session with the CVB staff to help come up with the items they have thus far.

Brandon gave three concepts as a preview to the board.

Steve Farley thinks it is a great idea to add paid media to October and November instead of waiting. Getting in front of the travelers now is a good idea, since there are a lot of displacements from the hurricane in the Caribbean and even in the Keys.

JOHN BETROS MADE A MOTION TO APPROVE A \$200,106 OCTOBER/NOVEMBER SPEND. KEVIN HINES SECONDED THE MOTION. MOTION PASSED 10-0.

The additional spend will come through The Brandon Agency.

8. Mid-Florida Marketing & Research

Evelyn Fine explained that the Visitor Profiles are in the packets.

Focus Groups are going to be in Orlando, 11am and 2pm on October 11.

STEVE FARLEY MADE A MOTION TO APPROVE THREE FOCUS GROUPS FOR \$36,000 TOTAL. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

9. Old & New Business

Today is Joyce Borda's last meeting; we want to thank her for being on the board and chairing the ACHT committee.

10. Public Participation

None.

THE MEETING WAS ADJOURNED AT 3:48 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**