

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Daytona Beach Resort
June 21, 2016**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Mihir Patel, Kyri Drymonis, Steve Farley, Carol Platig, Jim Berkley, Michael Kardos, John Betros, John Phillips, Blaine Lansberry, Libby Gallant and Samir Naran.

Guests:

Michael Moore, Bernie Fine, Kate Minnock, Carl Brigandi, Suzanne Heddy, Angela Daniels, Jim Abbott, Cedar Hames, John Morgan, Bob Davis, Elizabeth Gifford, Rudy Webb, Edison Frazer, Evelyn Fine, Kay Galloway, Karen Szemborski, and Vicki Foley.

Staff:

Lisa Bordis, Shawn Abbatessa, Jennifer Kaniaris, Lori Campbell Baker, and Trish Ruffino.

CALL TO ORDER

Chair Mike Kardos called the meeting to order at 2:00 p.m.

Chair Kardos explained we would be changing the order of some agenda items to fit in all important items before some members needed to leave.

1. May 17, 2016 Meeting Minutes

There were two noted changes.

STEVE FARLEY MOTIONED TO APPROVE THE MAY 17, 2016 MINUTES WITH NOTED CHANGES. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

2. Executive Search Update

John Phillips updated on the meeting that happened last Friday. The interviews went well and a unanimous decision to hire Lori Campbell Baker was recommended.

CAROL PLATIG MADE A MOTION TO OFFER THE EXECUTIVE DIRECTOR POSITION TO LORI CAMPBELL BAKER AND BEGIN NEGOTIATIONS REGARDING SALARY. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11-0.

Salary range was discussed. Michael Moore, from County Attorney's office expressed that this needs to be discussed with Tom Motes from the County. Blaine Lansberry asks why we needed to go through them to hire and fill a vacant position. Moore said it needs to be consistent with the budget and similar positions. Moore was asked by the County Attorney to relay the message. Lansberry requests for this to be on the agenda for July to discuss.

3. Extension of the Interim Executive Director

Lansberry asked, and Kardos confirmed, he will be doing the negotiations with Campbell Baker. Ruffino has been working already under expired terms, which means we could continue to operate under that until Campbell Baker accepts the position and maybe have her start in less than a week. Lansberry asked attorney Moore if this has to go to the County Council or if it is something that Jim Dinneen can approve. Moore asked if Caradonio was approved by County Council. He was not. Moore suggested the process should be the same as last time. Moore says there is an understanding

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to continue as is and continue negotiations with the candidate to come to an agreement. Betros suggested doing a 30-day extension to allow continuing and working with the candidate.

GALLANT MADE A MOTION TO OFFER LORI CAMPBELL BAKER THE INTERIM EXECUTIVE DIRECTOR POSITION AS OF JUNE 27, 2016 UNTIL HER NEGOTIATION IS COMPLETED AND OFFICALLY HIRED AS EXECUTIVE DIRECTOR, FOR THE SAME AMOUNT RUFFINO HAS BEEN OPERATING UNDER, FOR A MAXIMUM OF 90 DAYS. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.

LANSBERRY MADE A MOTION TO RATIFY TRISH RUFFINO'S INTERIM EXECUTIVE DIRECTOR PAYMENT AND THE PAYMENT THAT WILL BE DUE THROUGH THE END OF THIS PAY PERIOD ENDING FRIDAY, June 24, 2016. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11-0.

Chair Kardos extended his thanks to Trish Ruffino for her outstanding job during this time and the entire team. Kardos also thanked Evelyn Fine and John Phillips for their efforts in the Search Committee process.

4. 2016/17 Budget

Ruffino said she simplified the budget from previous years. There are audited actuals for 2014/15 and the 2015/16 Budget, and an estimate forecasting where we will come out through the end of this fiscal year.

Chair Kardos said the \$15,000 in the direct mail fulfillment is the co-ops and co-op revenue. Lansberry asked Ruffino to give the board an idea on how the staff comes up with the numbers. Directors put together their numbers based on past expenditures and meet several times to go over the numbers.

Libby Gallant asked about operations going up. Ruffino added that this includes the office space lease, which is the majority of the change. We have looked at office space and Chair Kardos added that there is payroll savings from this year also. Also some computer software, staff development and training, and market research. Gallant asked about a breakdown on payroll decrease. Increase is in the health care. There is also a Sales Incentive in the budget which was discussed in the HR Committee but not officially approved. So it was put in there to consider.

Naran asked about the Ocean Center Funding commitment of \$200,000. Chair Kardos said they use the funds and then provide us with reconciliation and we replenish it to keep them to the \$400,000 which was originally given to them a few years ago. Ruffino said that was the number on the budget at the TDC Meeting. She was also told that the number is actually \$397,000 but does not have concrete number. Angela Daniels said that expenses will only come as the invoices come in, not as they commit. Naran asked if there is a cap, Daniels said yes. It is based on room nights and backing. It also funds two positions which will fluctuate. Daniels said that her controller is out of the office and will hope to get the actual number tomorrow. Chair Kardos said the difference is a couple hundred thousand dollars and needs to be accurate. Lansberry said that it was originally done in the spirit of cooperation and thinks there needs to be more cooperation and that it is something that needs to be approved each year. Daniels said the County should be able to give you the number and documentation.

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Bob Davis added that the County did some research on how the Ocean Center was doing and the study showed the center came in first in ranking of other facilities. Drymonis said that they knew that some of the destinations are giving their space for free so that is why the board recommended the funding.

Jim Berkley asked about the \$75,000 for the All Inclusive project, which has not been spent but is under encumbered funds. If it is not used it can go to reserves or whatever it may need to be.

Samir Naran suggested taking the \$75,000 from the All Inclusive to the Ocean Center funding.

Lansberry wants percentages on break down pages. She asked about the \$100,000 for the golf program.

Naran asked about the minimum salary range act that went into effect. Ruffino has been in contact with Trinet to get this taken care of which would require the same weekly pay but put them in a different class to cover them.

This is just a draft budget and can be approved at July meeting.

Chair Kardos said that the proposed changes can be done then brought to the next meeting and hope to have a firm number from the Ocean Center by then as well.

5. 2016/17 Marketing Plan

The Marketing Plan was distributed with input from the department heads. Lansberry read it and indicated a good job was done. John Betros needs to be added to the Marketing Plan and some typos were pointed out to be corrected.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE 2016/17 MARKETING PLAN WITH NOTED CHANGE. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

6. Paradise

a) Proposed Media Spend for 2016/17

The percentages which are being allocated are very similar to last year's spend. Lansberry asked about the spending and the timing of it.

Cedar Hames said to maybe come back with a recommendation. Bump up the January/February/March to nearly \$1 million. Evelyn Fine asked about going after the international market. Hames said that there is a sales manager; Fine noted that that covers trade only. She said spending money on just the trade you may not be getting all bases covered. Hames suggested meeting with the wholesaler and getting feedback from them.

Hames said that it sounds like the board wants them to come back with a few changes. Chair Kardos wants revisions to be approved by the Advertising Committee prior to coming back to the board in July.

b) Ratification of NY Media Buy

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Horizon Travel Magazine is inserted in the Wall Street Journal in NYC. The spend was \$7,505.50 which was from the potential billboard spend.

STEVE FARLEY MADE A MOTION TO APPROVE THE RATIFICATION OF THE HORIZON TRAVEL MAGAZINE SPEND. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 9-0.

7. Financials

Ruffino said that she put together the financials with the revisions that were requested from the board last meeting. There are two versions to choose from. Main difference is version A keeps percentages in line and actually calculates percentages.

STEVE FARLEY MOTIONED TO APPROVE THE MAY FINANCIAL STATEMENT AS PRESENTED. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

a) Executive Update

Ruffino discussed the bridge construction and what we know as of now. The bridge is closed and construction has started and will continue for the next 3 years. Ruffino sent out a memo on bridge construction. We looked at alternate office space due to the construction. We have looked at three different locations, next to the old post office, the old SunTrust building and the Cobb Cole building on US1. Cobb Cole is a great location and has everything we need to move in. It would need some cubicles nevertheless, the space is ample, and meetings can be held at that location without any conflicts. We are in negotiations to see where we can get in per square. The owners came back with \$12. The board needs an offer sent to them throughout.

The board indicated they would like to get more information regarding the cost of moving. Members expressed their agreement that looking into alternative space was needed. Naran has someone who has some commercial space open and will get them in contact with Bordis. He is not sure of the status of the property or even location, just that it is local.

8. Old Business

Lansberry has agreed to chair the Advertising Committee this year.

9. New Business

No new business.

10. Public Participation

No public participation.

THE MEETING WAS ADJOURNED AT 4:32 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**