

# **HALIFAX AREA ADVERTISING AUTHORITY**

**Regular Meeting  
CVB Upstairs Conference Room  
Tuesday, July 21, 2015**

## **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Present:**

Steve Farley, Blaine Lansberry, Samir Naran, Carol Platig, Stephanie Benedict, Michael Kardos, Mihar Patel, Kyri Drymonis, Jason Reader Libby Gallant and John Phillips.

### **Guests:**

Charles Hargrove, Cedar Hames, Bob Davis, Kevin Bowler, Steve Cooke, Angela Daniels, Jim Abbott, Jay Cassens, Kate Minnock, Kristen Murphy, Rudy Webb, Melissa Tobin, Glenn Bowman, Brad Cohn, Lori Pinkley, Elizabeth Gifford, Evelyn Fine, Stephanie Spalea, Don Poor, and John Poage.

### **Staff:**

Tom Caradonio, Lisa Bordis, Shawn Abbatessa, Linda McMahon, Trish Ruffino, and Lori Campbell Baker.

## **CALL TO ORDER**

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

### **1. Meeting & Workshop Minutes**

#### ***A. May 19, 2015 Regular Board Minutes***

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

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**STEVE FARLEY MOTIONED TO APPROVE THE MAY 19, 2015 MINUTES. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 10-0.**

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#### ***B. June 16, 2015 Budget Workshop Minutes***

It was noted that Libby Gallant was listed as attending and absent. Gallant was absent. Change noted.

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**MIKE KARDOS MOTIONED TO APPROVE THE JUNE 16, 2015 BUDGET WORKSHOP MINUTES WITH AMENDMENT. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.**

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### **2. Executive Update**

#### ***A. Reserve Fund Spending***

Tom Caradonio explains that in the process of doing this fiscal year's budget, it has been discovered that some of the reserve spending in the last four years has not been properly approved by the board. There needs to be a ratification of spending the reserve funds for the following projects: Website Redesign, Mobile Visitors Center, MOAS advertising, and Airport Marketing.

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**MIKE KARDOS MADE A MOTION TO RATIFY TOTAL RESERVE SPEND OF \$333,570 FOR THE FOLLOWING SPENDS- WEBSITE REDESIGN (\$4,000), MOBILE VISITORS CENTER (\$142,781), MOAS (\$75,000), AIRPORT MARKETING (\$150,000), REJUVENATE MARKETPLACE (-\$38,211). CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 10-0.**

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Jason Reader arrived to the meeting late.

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***B. Daytona All-Inclusive Update***

Caradonio explained that Bruce Nierenberg was supposed to come and explain that his investors have asked for the board to put \$50,000 in software to get this program up and running. Caradonio explains that this is something that we could possibly do in house and this is something to be looked at. Mike Kardos explained this was presented to Advertising Committee and was not taken well. It was recommended to have Mr. Nierenberg to come to HAAA and pitch the need. Kardos is concerned before we move forward with this program. Charles Hargrove lays out his legal concerns with this program as there is no show of this entity. There is no trademark or registration with this company.

Caradonio explained that we need a motion to pursue our own methods to put this program together in house with Charles Hargrove.

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**SAMIR NARAN MADE A MOTION TO CANCEL THE PREVIOUSLY APPROVED CONTRACT WITH DAYTONA ALL-INCLUSIVE. JASON READER SECONDED THE MOTION.**

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Discussion followed about doing this on our own. It is requested to see some kind of plan before voting on this project.

**3. 2015/16 Budget & Marketing Plan**

***A. 2015/16 Budget***

Trish Ruffino explained what is presented for the new budget. She went over all of the changes and adjustments that were made since the budget workshop last month. Kardos asked about Tour and Travel budget increase over last year. Linda McMahon explained that was because of golf, which is now in place for this fiscal year in the UK.

Chair Lansberry explains once this is approved today, it will go to the county tomorrow and Caradonio will meet with county manager and then present to county council on August 20<sup>th</sup>.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE 2015/16 BUDGET AS PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 11-0.**

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***B. 2015/16 Marketing Plan***

Caradonio explained the changes and additions to the marketing plan and why they were made. Everything mirrors the budget approved.

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**KYRI DRYMONIS MADE A MOTION TO APPROVE THE 2015/16 MARKETING PLAN AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 11-0.**

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**4. Financials**

Trish Ruffino updated on the current financials. There have been discussions about how we are currently under budget. There are invoices coming in now that once processed, will balance out the budget.

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**LIBBY GALLANT MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

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**5. Market Development**

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Shawn Abbatesa explained some website changes and what they have done to update them. The new booking engine will go live next week.

Abbatesa explained they created a two-sided card to give out at Sturgis in merchandise bag purchases. It gives dates for Biketoberfest and enter to win during the 75th Bike Week next year. Abbatesa explained the three funding request coming today. Daytona Beach Half Marathon requests \$25,000 and advertising committee approved it. The Blues Festival requested \$10,000 with \$7,500 approved by the advertising committee. The Symetra Tournament requested \$25,000 and was approved by the advertising committee. It is recommended to approve all three, with some of the money coming from next year's fiscal. It is suggested to allocate from budgets in the following way: 2014/15- Blues Festival, \$7,500 and Symetra, \$16,750 and 2015/16- Half Marathon, \$25,000 and Symetra \$8,250.

Board members asked about doing the funding this way will only make it next year's problem.

### ***A. Daytona Beach Half Marathon***

James Dinneen came to request \$25,000 for the Daytona Beach Half Marathon in February 5-7, 2016. There are six hotels with packages for this event right now. This was recommended by the advertising committee to come before HAAA for consideration of support.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE \$25,000 FUNDING REQUEST FOR THE 2016 DAYTONA BEACH HALF MARATHON OUT OF 2015/16 BUDGET. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11-0.**

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Caradonio brought up if HAAA would have the same checkered flag sponsorship as someone else who is sponsoring at the \$25,000 level. Jim Dineen and Dave Byron both said yes that HAAA would have the same rights as someone else sponsoring \$25,000. Dineen, "Yes, and in addition the only other thing asked about was paying after the event which as long as we know the money is coming, is fine."

Kardos wanted to know if there are any other competing marathons in the area during this time. Dinneen explained that he does not believe so but there is always competition but this product is unique. Also, Kardos asked about the possibility of celebrities running in the race. Dinneen said that the speedway is trying to get one of the drivers to run the race but it is not confirmed yet.

### ***B. Daytona Blues Festival***

John Poe came to request \$7,500 for the Daytona Blues Festival. This event is in its sixth year. Poe explained how they are working on the actual room night tracking at the point of sale, which was one of the concerns addressed at the advertising committee. Bob Davis brought up the rain factor and the need to make plans just in case it does rain. Evelyn Fine added they have provided surveys for this year to try to track the numbers better. Stephanie Benedict brought up the multiple events during this weekend and if they are getting people from these other events because they happen to be in the area already.

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**STEVE FARLEY MADE A MOTION TO APPROVE \$7,500 FUNDING REQUEST FOR THE DAYTONA BLUES FESTIVAL. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 11-0.**

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### ***C. Symetra Tournament***

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Kevin Bowler explained that although last year they only requested \$10,000, it was suggested by the county to ask the HAAA board for the \$25,000 they got from them previously. This event is committed through 2017 at LPGA and is covered by the golf channel. Kardos explained this was approved by the advertising committee with only one concern. Biketoberfest is the same time frame however; Bowler thinks this is a family event on a different part of the territory at the same time.

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**JASON READER MADE A MOTION TO APPROVE \$25,000 FUNDING REQUEST FOR THE 2015 SYMETRA TOUR. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11-0.**

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**6. Paradise Monthly Update**

Rudy Webb explained the website visits and click through. Paradise also presented some rough cut videos for dining, accommodations and nightlife. These will not be used on TV but in many other ways. The board gave back their praises and were happy with the clips. These are going to be tested at the focus groups coming up. They will be tested blind with the current running ads. Kardos explained that the Mulligan ad was the only controversial thing brought up at the advertising committee. Paradise is recommended to test these with the print version of the ads and then incorporate on how to move forward.

**7. ADR/OCC Report & Texas Focus Group Report**

Evelyn Fine with Mid-Florida Marketing presented the May report. There is a continual increase in occupancy and average daily rate. Memorial Day weekend contributed greatly to this.

Fine explained the results of the Texas focus groups. This is just part of the report. They have more focus groups coming up and will present findings as a whole when all of the focus groups are completed and there is a whole picture to be painted.

**8. Partner Reports**

***A. Ocean Center***

Don Poor with the Ocean Center came to the board with what the Ocean Center has going on in the next month. This July has three full weeks of religious youth events.

Angela Daniels presented what has been spent from the grant money given to the Ocean Center. \$108,000 was approved by the board for this year as well as the County Council with a current invoice of \$116,903. The projection is \$151,655.49.

Don Poor brought up the budget that was approved for \$110,000 for next year but it is going to be \$151,655.49.

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**MIKE KARDOS MADE A MOTION TO APPROVE \$116,903.00 FOR THE OCEAN CENTER FUNDING REQUEST. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

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***B. Daytona Beach International Airport***

Steve Cooke with the Daytona Beach International Airport came to update on what is going on. They have a meeting coming up with Jet Blue which Caradonio is attending as well. The numbers

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are still up two percent year over the year. Cooke will also be meeting with Delta. The fares for Jet Blue starting are very fair.

Steve Cooke is leaving and is being replaced by Jay Cassens. He is accredited airport manager and will be at the next meeting and moving forward. Cassens explained what he is working on and will be working on moving forward. He is excited what is going on now and what is coming.

## **9. Group Sales Update**

Linda McMahon updated on group sales. Incentive dollars have been requested to show how have been allocated. The numbers presented are definite and do not include prospects.

## **10. PR Update**

Lori Campbell Baker updated they are hosting a lot of reporters and are happy with the results so far. They are also working with the UK market to start bringing them in.

## **11. Committee Updates**

Advertising Committee- Kardos explained that Carol Platig is no longer going to be on the advertising committee and this leaves 10 people on the committee.

ACHT Committee- Carol Platig explained they discussed two commercials. One is still being worked on and is not out yet. The committee reviewed old business and the culture guide needs to be updated. There is \$35,000 in the budget. The committee is finding out about using the videos on the real estate website.

Biketoberfest Committee- Kyri Drymonis explained the Biketoberfest Masterplan was approved by the Daytona Beach City Council last week.

Meetings & Conventions Committee, Sports & Tour & Travel Committee- No meeting(s).

## **12. Old Business**

Chair Lansberry explained that in reviewing the budget for this fiscal year, it was noted that the HAAA board never actually motioned to approve the overages of \$406,442 which was presented and approved to the County Council for 2014/2015 fiscal year.

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**STEVE FARLEY MADE A MOTION TO RATIFY \$406,422 EXCESS SPEND PRESENTED TO COUNTY COUNCIL PREVIOUSLY. KYRI DRYMONIS SECONDED MOTION. MOTION PASSED 11-0.**

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Caradonio explained that as previously approved, the board covered him with life insurance. The issue lies when the policy can actually go into effect. Basically, MetLife wrote Caradonio a policy to cover him until the new policy comes into effect. A motion was made to provide Caradonio with gap life insurance for an additional \$100,000 through MetLife until October 2, 2015, when it can be purchased under group insurance. This will be covered as part of Caradonio's employment agreement contingent on HAAA being named as a beneficiary of \$50,000 of this policy.

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**LIBBY GALLANT MADE A MOTION TO RATIFY CARADONIO LIFE INSURANCE COST OF \$1195.47 CONTINGENT ON HAAA BOARD BEING NAMED BENEFICIARY OF \$50,000. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 11-0.**

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**THE MEETING WAS ADJOURNED AT 4:33 pm.**

**Respectfully submitted,**

**Lisa Bordis  
Executive Assistant**