

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, January 20, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Samir Naran, Pravin Patel, Carol Platig, Sharon Mock, Michael Kardos, Jason Reader.

Board Via Phone:

Kyri Drymonis and Libby Gallant.

Board Absent:

Dan Francati

Guests:

Brenda de Treville, Charles Hargrove, Cedar Hames, Bob Davis, Evelyn Fine, Carl Borgandi, Suzanne Heddy, Elizabeth Gifford, and Linda Santacruz.

Staff:

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

CALL TO ORDER

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

1. December 9, 2014 Special Board Meeting & Strategic Planning Workshop Minutes

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

STEVE FARLEY MADE A MOTION TO APPROVE THE DECEMBER 9, 2014 SPECIAL MEETING MINUTES. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8 TO 0.

STEVE FARLEY MADE A MOTION TO APPROVE THE DECEMBER 9, 2014 STRATEGIC PLANNING WORKSHOP MINUTES. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8 TO 0.

2. Executive Director Report

A. Assignment of Daytona Beach Trademark

This is one more thing that is wrapping up with the closing of the CVB. The CVB owns this logo, so this will transfer the logo rights to HAAA from the CVB.

STEVE FARLEY MADE A MOTION TO APPROVE THE TRANSFER OF THE ASSIGNMENT OF THE TRADEMARK. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 8 TO 0.

B. Speedway Funds

There are funds that were budgeted for the speedway. There was an update on the plans on how the budgeted money will be spent. This is just an update and no motion needed to be made.

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C. *Gymnastics*

There were costs that were above and beyond what the CVB would normally spend on events coming to town. The event was approved for support from HAAA; however, these costs are over that amount approved. Tom Caradonio wanted direction on how to cover these costs. The board could either pay the costs and cut their losses, or deduct the costs from the money that has not been paid the Central Florida Sports yet. There is \$15,000 which has been approved, but not paid yet. The board expressed the major need for a guideline of the money given to organizations for these groups. They want to be able to hold them accountable and know what they are getting into when funding these events. The board decided to just cut their losses and pay the whole \$15,000.

STEVE FARLEY MADE A MOTION TO PAY THE FULL \$15,000 TO CENTRAL FLORIDA SPORTS. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8 TO 0.

D. *Senior Staff Strategic Planning*

Caradonio explained what the senior staff came up with when they met, per the request of the HAAA board. They laid out three goals with objectives and strategies. They plan to put these into effect and hope the return is well. They believe they are good goals and are obtainable long term. It is a good place to start and will add more as they achieve them over time.

The three goals are as follows:

- i. Increase ADR & OCC in valleys and maintain and/or grow in peaks
- ii. Educate consumers and locals on the destination's perception.
- iii. Ensure that event promoters applying for promotional funds are highly accountable.

3. Financials

Trish Ruffino and Caradonio explained the November 2014 and December 2014 financials which were presented to the board. This is accurate and reflecting current numbers. The board reviewed these financials and had some questions about it. There was some confusion on how the budget was spread. It is done in 1/12th increment's. This is something Ruffino is still working on.

JASON READER MADE A MOTION TO APPROVE THE FINANCIALS BASED ON PUTTING IT INTO A FORM WHICH THE BOARD IS USED TO SEEING/READING. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8 TO 0.

Reader suggested a cover page with things that are sticking out. Just a quick explanation of why.

4. ADR/OCC Report

Evelyn Fine with Mid-Florida and Marketing gave an update on the ADR and OCC numbers. Year to date average is 63%. High occupancy ratings and high ADR rates as well. Year to date REVPAR is 71.04.

5. Partner Reports

Ocean Center

Don Poor from the Ocean Center updated the board. They had the Cheerleaders in town and the event was successful. The fire rescue group is coming and is expecting a good crowd. There is also a volleyball tournament and avatar group coming up soon.

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Daytona Beach International Airport

Steve Cooke from the airport updated the board. Track was up four percent. They were also up for the year by four percent. For this month seats are up by five percent. He had a great meeting with United Airlines. They are still working on Jet Blue.

6. Market Development

Shawn Abbatesa gave an update on the co-op opportunities for the fiscal year. The pricing last year is in line with this year. The response last year was tremendous, this year it is not doing as well. Abbatesa requested the board to get the word out and get other hotels on board with these opportunities.

7. Group Sales Report

Linda McMahon explained that her section of the Executive Update to mirror the marketing plan that the board approved. It will make it easier to see what objectives are being met. McMahon explained they had great success with a company in the UK while at World Travel Market. They put out a bid to several companies and are happy they found one they think will perform well. This was presented to the committee and it was unanimous to bring to HAAA. There is no need for a vote, but a consensus that the board would like her to move forward with this project. Lansberry suggested they bring back the entire plan, with goals and objectives, when they are ready to get an approval.

8. Public Relations Update

Lori Campbell Baker explained they are hosting some travel writers right now. They are also working on a media FAM which includes the entire county for in April. The Outlet Mall will be a great addition to the area, which was announced today. The clippings are in the packets for anyone's viewing. This can be shared on your websites also.

9. Paradise Monthly Update

Brenda deTreville from Paradise gave a report on what they have worked on in the past month. They have a total of \$49,843.25 media added-value. Ms. deTreville explained they are presenting "Plan B" of the media buy totaling \$2,585,100.00. This was voted on and recommended by the Advertising Committee to come to HAAA for final approval.

MIKE KARDOS MADE A MOTION TO APPROVE THE (PHASE II) \$2,585,100.00 MEDIA BUY. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 8 TO 0.

THE MEETING WAS ADJOURNED AT 4:07 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**