

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, September 15, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

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

Board Absent:

Blaine Lansberry and Jason Reader.

Guests:

Charles Hargrove, Cedar Hames, Bob Davis, Cheryl Richie, Rich Magean, JimAbott, Jennifer Labonte, Barbara Kelly, Samantha Szabo, Rudy Webb, Stephanie Spaclea, Elizabeth Gifford, Hardy Smith, and Jay Cassens.

Staff:

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

CALL TO ORDER

Vice Chair Mike Kardos called the meeting to order at 2:00PM.

1. July 21, 2015 Meeting Minutes

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

LIBBY GALLANT MOTIONED TO APPROVE THE JULY 21, 2015 MINUTES. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

2. Executive Update

A. Budget and Marketing Plan Changes

The board was presented with the one page from the Marketing Plan that had edits to it. The changes placed the budget in line with county requirements. No other changes were made.

STEVE FARLEY MADE A MOTION TO APPROVE THE CHANGES TO THE 2015/16 MARKETING PLAN AS PRESENTED. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 8-0.

B. Current and Upcoming

Caradonio explained in more detail some of the items on his Executive Director report. Staff is busy and there are more shows coming up. Caradonio and Linda McMahon will be attending World Travel Market again this year in London.

C. NAIA Championships

Hardy Smith came in front of the board to share progress on the upcoming December 2015 NAIA Championships. This is something that the board approved last year which included 2015 and 2016 funding. Smith added they have been working already on the event and are in full swing moving forward. He thinks this year's game will be even better than 2014.

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Smith explained that they had a choice to move the game from Friday night to Saturday night. This creates more room nights and has a positive reaction from the community partners and should boost local attendance as well. Smith requests that the board share information about this event to help get the word out locally and beyond.

3. Financials

Trish Ruffino updated that they are winding down the fiscal year. We are looking like in August to only be receiving about \$71,000 to get us up to the budget. This is the same as last year and Caradonio will need to go in front of the County to request the remaining funds in October probably.

Kardos asked if we know how much collections are above last year. Caradonio said at 12% above last year.

CAROL PLATIG MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

4. Market Development

Shawn Abbatesa updated on the production from the changeover to Regatta Booking Engine. They have already beaten the number of hotels from the last booking engine. Biketoberfest® is upon us and we now have four major sponsors for the event. Co-Op Summit is this Friday, September 18th at the Ocean Center at 2:00pm. There are about 25 RSVPs right now and looking for other partners to join.

Abbatesa explained that since last year, the board approved to take long standing events and add them to the budget with the event not having to come to the board for approval. They will come and share how they plan to spend the marketing dollars but not need an approval. None of the behind the scenes will change, and they will not receive any marketing money until after the event and only if the requirements for funding are met.

A. Fall Turkey Run

Jennifer LeBonte from the Speedway came to update on how they plan to spend the marketing dollars. The major addition is that they have created is a “Dream Build” which will be built from start to finish at the Turkey Run during the four days. This is also being televised and will give additional exposure to the destination for no extra cost. The marketing dollars budgeted for this event is \$20,000.

5. Paradise Monthly Update

Cedar Hames and Rudy Webb from Paradise came to update the board on current efforts for July and August. They have a Summer Savings Event currently running.

A. Media Recommendations for 2015/16 Fiscal Year

Hames explained that Paradise is suggesting shifting more into digital. There are many advantages to doing so. Paradise passed out the current flow chart for this fiscal year and the suggested spend for the upcoming 2015/16 fiscal year.

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Gallant would like to know how the suggested spend compares to current. Webb explained he did not have that on hand, but does have it available and would get the information to Lisa Bordis so she could forward it to the board. Gallant needs to see the percentage from last year to this year. Additionally she asked if it is a shift of around \$700,000 which is substantial. Gallant also wanted to know what the Advertising Committee thought of this change. Kardos explained where the Advertising Committee was and that they were concerned about the large shift as well, however, they did approve this at their meeting.

Paradise is asking for approval on this presentation today however, this information was not given ahead of time. There was much discussion about the large shift over to digital and the pros and cons.

Naran and other board members asked about the spend on billboards and the lack of being able to track the return on them.

STEVE FARLEY MADE A MOTION TO APPROVE THE PROPOSED MEDIA BUY. KYRI DRYMONIS SECONDED THE MOTION. MOTION 9-1 (GALLANT OPPOSED.)

B. Shifting of \$200,000 from Digital to Production

Hames explained that part of the proposed plans includes shifting \$200,000 of the digital budget to production.

STEVE FARLEY MADE THE MOTION TO APPROVE THE SHIFT OF \$200,000 FROM DIGITAL TO PRODUCTION. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

6. Partner Reports

A. Daytona Beach International Airport

Jay Cassens updated that Jet Blue is excited about coming here and they were satisfied about the \$400,000 they are getting. The August numbers came in and year over year they are less than one percent down. They expect this trend to continue in September but go back up in October due to the capacity will be raising. In the month of August, Delta flights in and out were 97%, which is great. Delta swapped aircrafts which was a 10 seat difference which added up to 9%.

Board members requested for Cassens to send Bordis his reports so she could forward to the board for viewing. Cassens agreed he would do so no problem.

7. Group Sales Update

Linda McMahon updated on something they did new at a recent tradeshow. Every planner received a Daytona Beach hat and was encouraged to post selfies on social media sites. She was happy with results, as it got a lot of buzz when the planners got involved.

McMahon updated on everything the department has going on right now and the ROI being generated right now. Gallant added that she wanted to commend the team as their leads are up and doing very well and it has not gone unnoticed.

8. PR Update

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Lori Campbell Baker updated on her department and what is going on right now. Campbell Baker added that there are some travel writers coming in in the next few months and they are very excited about all of the interests writers are having in the destination. Additionally, they just launched the Daytona Beach Ale Trail and this is actually a county wide effort.

Campbell Baker explained to the board there has been some changes to the ACHT Committee which needs approval from the board. Wendy Hietala from Perry's Ocean Edge has applied and is recommended to be added to the ACHT Committee.

STEVE FARLEY MADE A MOTION TO APPOINT WENDY HIETALA TO THE ACHT COMMITTEE. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

9. Committee Updates

Advertising Committee- Mike Kardos explained they discussed changes to the new media plan and the new ad server Paradise is getting. Additionally, the Daytona Rising project that is near completion and what kind of exposure that can come from it. Caradonio added he will be discussing this with the Speedway to find out where our participation should fit into this project. Evelyn Fine also gave a brief report of the recent focus groups.

ACHT Committee- Carol Platig updated that the night time video is out and running. In addition, the Culture Guide needs to be updated which has produced a Sub-Committee to review it, and then give suggestions for changes to the ACHT Committee at their next meeting..

Biketoberfest Committee- Kyri Drymonis explained they did not meet but some of the local vendors that attended the Sturgis 75th rally said it was a great turn out and hope to have the same turn out for Bike Week. Farley wanted to know about the results from our extra spend during this event. Abbatessa explained that they are working on getting the impressions and the website is up 81%. Stats are not completely ready but will be coming soon. October will be the actual digital start for Bike Week and will know more than.

Meetings & Conventions Committee- Farley updated they met the other day and much of it was housekeeping and introducing staff. They also reviewed all of the upcoming shows and the comparison to last year.

Sports- Naran updated they also met the other day and much of it was housekeeping and the things upcoming for sports.

Tour & Travel Committee- Gallant updated they too met the other day and did a lot of housekeeping and also reviewed the upcoming travel schedule.

HR Committee- Naran explained this is a new committee which just recently met. Naran updated that the committee decided to do annual reviews by the employee's anniversary date instead of every July. Naran asked how the board would like to proceed doing Caradonio's yearly review which has not been done yet. Naran also wants to review the form which is used for evaluations and the raises that go along with the evaluation. Additionally, the positions and their minimum-maximum salary ranges need to be updated.

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Farley added that the committee is there to review the staff and should keep the review to the committee. Naran added that HAAA Chair, Blaine Lansberry needs to be involved in the review of Caradonio. Platig suggests the committee to do Caradonio's review. The committee will have another meeting before

CAROL PLATIG MADE A MOTION TO HAVE THE HR COMMITTEE PLUS BLAINE LANSBERRY PERFORM TOM CARADONIO'S ANNUAL EVALUATION AND THEN BRING IT TO HAAA. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

THE MEETING WAS ADJOURNED AT 4:09 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**