

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting
Cici & Hyatt Brown MOAS
March 21, 2017

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

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

Board Absent:

Mihir Patel

Guests:

Bob Davis, Evelyn Fine, Giff Chumley, Joyce Borda, Mark Swanson, Jim Abbott, Kelly Dispennette, Ray Manchester, Rudy Webb, Elizabeth Gifford, Cedar Hames, Rene Bell Adams, and Jay Cassens

Staff Present:

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

CALL TO ORDER

Chair Mike Kardos called the meeting to order at 2 pm. Chair Kardos welcomed guests and newly appointed board members Joyce Borda and Kelly Dispennette. Both members will be officially joining the HAAA Board on April 1, 2017.

1. Consent Agenda

No items were pulled from the Consent Agenda.

Matters included:

- | | | |
|------------------------------------|---------------------|---------------------|
| • January 17, 2017 Meeting Minutes | • Executive Update | • ADR/OCC Report |
| | • GolfPac Analytics | • Committee Reports |

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE CONSENT AGENDA. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

2. Finance Report

Trish Ruffino explained the February financial statements include current and year-to-date actual and budget. We have yet to receive notification of February bed tax collections. Ruffino explained that staff will have an in-depth department review and analysis of where we are re: budget. If changes need to be made, we want to activate the funds and put them to use more quickly. Chair Kardos pointed out there is a \$900,000 variance in actual versus budget year-to-date that he wants to be addressed right away instead of waiting until the end of the fiscal year. The budget review will be conducted before the end of April. Lansberry asked about the \$684,000 variance in advertising and if that is mostly due to timing. Ruffino explained we processed over \$550,000 in advertising invoices already in the month of March, explaining that staff does their due diligence to get correct backup before requesting checks, which can sometimes delay the process.

John Betros asked about the budget being over for Internet Services and Ruffino explained why this was the case. Bed tax revenue comparison year over year is up 2.55% (including January but not February).

JIM BERKLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 10-0.

Benefits and Employee Leasing

Lori Campbell Baker gave an update on the process of costing out benefits and employee leasing services. The HR Committee directed staff to do an invitation to bid, so Ruffino reached out to seven companies who are

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reviewing our information and have a deadline of April 7 to respond. The submissions will be reviewed by the HR Committee and then HAAA will make final decision. Volusia County Attorney Giffin Chumley explained that there are efforts being made by County staff to allow the option of having HAAA employees piggy-back onto the County's benefits. Campbell Baker explained if this option were exercised, it would not make HAAA employees County employees, and that with a change in wording from the County, we could choose to either work with another Professional Employment Organization (PEO) or split the tasks and go with one organization for payroll and another for benefits. All options will be put on the table, for a final decision.

3. Market Research RFP

Responses from the Market Research RFP are in. We received responses from three firms: Downs & St. Germain Research, Mid-Florida Marketing & Research, and HCP Associates. A comparison report was created to give a better "Apples-to-Apples" view of the submissions. Chair Kardos explained this is something HAAA must do every few years and in light of tracking due dates and deliverables we realized we needed to put out an RFP. Chair Kardos explained that this decision should be made carefully as it is a very important tool for our organization and others. Campbell Baker explained the comparison report gives a good look at reports and prices. Chair Kardos also created a grid for services rendered and costs associated. Bob Davis spoke and expressed how he has worked with Mid-Florida for many years and that there is no finer report and that everyone buys into the reports she provides. Campbell Baker expressed that familiarity with the product is an important factor also. Betros expressed his likeness of the other firm's submissions and is impressed with them; however neither of them has local knowledge.

Samir Naran addressed the comparison sheet for the Research RFP submissions. He asked if Mid-Florida currently provides the reports listed: Markets of Opportunity, Visitation Trends, Online Consumer Traveler and First Time Visitor reports. Evelyn explained that her firm does provide this information; it is just in a different format and not necessarily named the same thing. LCB asked for the most recent reports to be provided to her so they could be disbursed to the board. Fine said at the board's request, she could provide similar reports to the ones mentioned. Chair Kardos expressed that there have been timing issues with ADR/OCC reports and with monthly Visitor Profiles, so this will need to be addressed moving forward. Samir Naran added the pricing HAAA is currently paying is competitive and he is happy with reports they are receiving right now. Jay Cassens with Daytona Beach International Airport expressed his pleasure with working with Evelyn Fine.

Chair Kardos explained that each board member must rank the three firms from 1-3, with 1 being the highest.

The board's ranking was:

- 1) Mid-Florida Marketing and Research
- 2) Downs and St. Germain
- 3) HCP Associates

Chair Kardos explained that details of the contract need to be worked out and negotiated, to include new insurance requirements which are not in place now. It is expected the chosen firm will acquire and maintain the insurance required for the contract. If for some reason the firm cannot gain this insurance, they will move onto the number two firm.

JOHN BETROS MADE A MOTION TO BEGIN CONTRACT NEGOTIATIONS WITH MID-FLORIDA MARKETING AND RESEARCH. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 10-0.

4. Market Development

Campbell Baker explained the Market Development Director left the CVB and they are currently in negotiations with someone to become the Marketing and Design Director.

a) Lifeguard Championships

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Mark Swanson with Volusia County made a funding request of \$15,750 for the 2017 Lifeguard Championships. This event was last held in 2015, and last time HAAA Board supported it for the same amount. In 2015, the event had an economic impact of over \$1 million. The Advertising Committee has already heard this request and recommended that it come to HAAA for approval. Lansberry asked if HAAA will have the same exposure and benefits as those others who are sponsoring the event in the same range financially. Campbell Baker asked about logo placements and if there is a level we can expect to have with this amount of money provided. Gallant expressed this is a great event.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE 2017 LIFEGUARD CHAMPIONSHIPS FUNDING REQUEST OF \$15,750, RECEIVING THE APPROPRIATE LEVEL OF SPONSORSHIP BENEFITS. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

5. Advertising Agency Contract

Campbell Baker advised that, in the process of reviewing all current contracts, they have determined that the advertising agency contract is set to expire at the end of this fiscal year. Staff has sent out an Advertising Agency RSQ and responses are due April 17. The Advertising Committee is to vet all submissions at its May 3 meeting and recommend three for presentation to HAAA at the May 16 meeting.

6. Paradise Monthly Update

Elizabeth Gifford with Paradise went over current media placements. Chair Kardos asked if they could provide something for anticipated incoming invoices. Ruffino and Gifford will get together to discuss what they can provide moving forward.

Danica Patrick videos are all out and to date we have 1.3 million views on Facebook and Twitter and almost 17,000 interactions. This will be consistently updated until the contract expires in December.

7. Old Business

NAIA - the City of Daytona Beach put out a release that they have secured commitment for 2017 and 2018. Campbell Baker explained that HAAA has committed to 2017.

Daytona Beach International Airport - Jay Cassens explained they expect February to be flat due to the comparison to last year's leap year. There has been discussion about Jet Blue adding a second flight at the end of the year. They are working on it as the conversation is still ongoing.

Campbell Baker and Chair Kardos expressed their thanks to the outgoing board members for their work on the board. The new board will begin April 1, 2017. Kelly Dispennette with International Speedway Corporation, who works mainly on the One Daytona project, introduced herself and is excited to get started with the board.

May 10, 2017 is the Lodging and Hospitality Association Tourism Week breakfast at the Hilton.

THE MEETING WAS ADJOURNED AT 3:58 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**