

# **HALIFAX AREA ADVERTISING AUTHORITY**

**Regular Meeting  
ONE DAYTONA ISC Building  
July 18, 2017**

## **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Present:**

Mike Kardos, Blaine Lansberry, Libby Gallant, John Phillips, John Betros, Samir Naran, Kelly Dispennette, Joyce Borda, Rich Byrd, and Steve Farley.

### **Board Absent:**

Jim Berkley

### **Guests:**

Bob Davis, Evelyn Fine, Bernie Fine, Nancy Guran, Elizabeth Gifford, Cedar Hames, Rudy Webb, Jim Abbott, Giffin Chumley, Renee Bell Adams, Pam Fields, Andrea Parn, and Kathy Wilson.

### **Staff Present:**

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

## **CALL TO ORDER**

Chair Mike Kardos called the meeting to order at 2:00 p.m. Chair Kardos noted the change in Public Participation policy and advised where the forms were if someone wanted to speak.

### **1. Consent Agenda**

All items on the Consent Agenda were sent to the Board ahead of time and no items were pulled.

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STEVE FARLEY MADE A MOTION TO APPROVE CONSENT AGENDA ITEMS A-H AS PRESENTED. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 9-0.

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### **2. Consumer Advertising Fund Transfer**

Lori Campbell Baker explained to the board each department went through their budget to see if there was any money which could be transferred over to advertising. This amount is largely due to efficiency in each department.

Paradise Advertising was asked to come up with a plan for this money. Rudy Webb with Paradise explained the focus of this spend will be in-state in August and September. The total digital will be 87%, print will be 7% and e-newsletters will be 6%. Kay Galloway added they will continue to push fall overnights as advertising agencies are transiting in the coming months.

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STEVE FARLEY MADE A MOTION TO APPROVE THE CONSUMER ADVERTISING FUND TRANSFER OF \$296,256, WITH A PLAN TO SPEND IN CONSUMER ADVERTISING. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

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### **3. Ocean Center Promotional Funding**

The promotional funds provided by the CVB to the Ocean Center fund two positions and their benefits. It also funds future events. \$275,000 was budgeted for this fiscal year. The Ocean Center invoiced for \$198,946.14, so the remaining amount went straight into advertising. Chair Kardos recommended the County come up with a plan and dollar amount for the annual funding so the board can budget better. It would be good to get this before budgeting process is complete. Discussion about the DMAI Impact Calculator questioned how HAAA Board know what the direct impact is on business. The CVB uses figures provided by the Ocean Center and puts them into the DMAI Impact Calculator. The board would like a copy of the detailed reports from the calculator.

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JOHN BETROS MADE A MOTION TO APPROVE PAYMENT OF \$198,946.14 TO THE OCEAN CENTER. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 10-0.

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#### **4. 2017-18 Budget**

There have been revisions made since the Budget and Marketing Plan workshop. Campbell Baker explained the amount we are currently budgeted for, the County is projecting will come in lower. However Campbell Baker is expecting to come in higher than that and so the money would just go into reserves at that point. Chair Kardos explained the team has been working hard on the budget and is hopeful next year it will come in closer.

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JOYCE BORDA MADE A MOTION TO APPROVE 2017/18 BUDGET AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.

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#### **5. 2017/18 Marketing Plan**

Chair Kardos said this is very similar to what was seen at the workshop. There have been minor changes. We are really going to start hitting the Canadian markets also. There is going to be more partner training and a new plan for sports. With the new advertising agency coming on board, there will be a complete roll out of a new campaign.

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BLAINE LANSBERRY MADE A MOTION TO APPROVE THE 2017/18 MARKETING PLAN. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

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#### **6. Financial Report**

**Employee benefits:** HAAA Board instructed staff to compare and investigate HROI & ADP. Staff is to work with Mike Kardos or Samir Naran on the options these two companies have. Factors to compare include: user friendliness of program, solidness of pricing, health plans offered, coverage of major/common tests. If needed, negotiate price of prescriptions down with ADP (bring into competitor's price range.) Focus on current actual plans and discern which options would provide staff something close to what they are getting right now.

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RICH BYRD MADE A MOTION TO PUT TRINET ON NOTICE, WE DO NOT PLAN TO RENEW. STAFF AND MIKE KARDOS TO COMPARE HROI AND ADP PLANS AND COSTS MORE CLOSELY. IF THEY ARE CLOSE, HROI IS THE TOP CHOICE. IF NOT, ADP IS THE CHOICE. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.

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Trish Ruffino explained the financials are actuals through May. We are on track with budget at this point.

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JOHN BETROS MADE A MOTION TO APPROVE FINANCIALS AS PRESENTED. KELLY DISPENNETTE SECONDED THE MOTION. MOTION PASSED 10-0.

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#### **7. Tourism Event Funding Requests**

##### **a) Halifax Art Festival**

Galloway explained the Advertising Committee recommended this for approval. Halifax Art Festival said that 30% of vendors alone are from out of state. They currently have 400 applicants and will select 260 out of that group. They are considering expanding the festival down another road in order to host more vendors. Last year they surveyed 312 people. They stated over 5,000 people and 750 overnight accommodations for this festival alone.

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STEVE FARLEY MADE A MOTION TO APPROVE HALIFAX ART FESTIVAL FUNDING REQUEST OF \$7,000. BLAINE LANSBERRY SECONDED THE MOTION. MOTION PASSED 10-0.

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## **b) Daytona Blues Festival**

Galloway explained the Advertising Committee recommended this for approval. The Blues Festival is asking for \$8,000 just like they did last year. The event was approved but ultimately did not happen due to Hurricane Matthew. This festival is for three days. Out of marketing advertising is \$15,000.

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JOHN BETROS MADE A MOTION TO APPROVE DAYTONA BLUES FESTIVAL FUNDING REQUEST OF \$8,000. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

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## **8. Paradise Update**

Paradise gave an update on the social media surrounding the Danica Patrick campaign. One of the videos is even going to get a Flagler Award. There is a big push in April and May for in-state cable TV. Rudy Webb explained how Arrivalist works and how we would be able to see a person interested in the destination all the way to when they visit.

Paradise was asked to create a Canadian spend with the Opportunistic Fund money.

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JOHN BETROS MADE A MOTION TO APPROVE \$160,370 FROM THE OPPORTUNISTIC FUND, WITH A PLAN TO SPEND ON CONSUMER ADVERTISING. JOYCE BORDA SECONDED THE MOTION. MOTION PASSED 8-0.

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## **9. The Brandon Agency**

Galloway explained the contract spells out a commission of 15% of total advertising plus \$200,000 for new creative. Current media plan has ad serving fees. This new contract has a higher monthly rate because it now includes analytics and trafficking. Media is based off a 15% commission then 11% after the number is reached.

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BLAINE LANSBERRY MOTIONED TO APPROVE THE BRANDON AGENCY CONTRACT AS REVIEWED AND PRESENTED. RICH BYRD SECONDED THE MOTION. MOTION PASSED 8-0.

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## **10. Mid-Florida Marketing & Research**

Evelyn Fine provided an idea on partnering with a cruise line to create a program of excursions of one to four night stays, before or after the cruise. The idea would be for the cruise line to bring excursions to Daytona Beach which could include the speedway and other attractions along with overnight stays. We would just add this into our current advertising, and not spend any additional to promote it. Fine and LCB will work on this moving forward to see what the next-steps will be.

## **11. Old & New Business**

None.

## **12. Public Participation**

None.

**THE MEETING WAS ADJOURNED AT 4:31pm.**

**Respectfully submitted,  
Lisa Bordis  
Executive Assistant**