

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

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

Guests:

Evelyn Fine, Cedar Hames, John Morgan, Charles Hargrove, Julian Taylor, Andy Ryder, Rudy Webb, John Cameron, Rich Musgrove, Jana Troeger, Elli Miles, Jim Abbott, Carl Bagandi, and Elizabeth Gifford.

Staff:

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

CALL TO ORDER

Chair Mike Kardos called the meeting to order at 2:00 p.m.

1. June 17, 2016 Meeting Minutes

There were no noted changes.

STEVE FARLEY MOTIONED TO APPROVE THE JUNE 17, 2016 HAAA BOARD MEETING MINUTES. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

JOHN BETROS MOTIONED TO APPROVE THE JUNE 21, 2016 HAAA BOARD MEETING MINUTES. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

2. Executive Director Approval

Chair Kardos said that Lori Campbell Baker has been acting as Interim Executive Director and the salary has been agreed on. Campbell Baker has received the County Council's approval and is working.

JOHN BETROS MADE A MOTION TO APPROVE LORI CAMPBELL BAKER AS HAAA EXECUTIVE DIRECTOR. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 10-0.

3. Executive Director Report

Trish Ruffino explained that the healthcare costs are going up approximately 28.19% for the employees. This was presented to the HR Committee and was recommended that HAAA cover half of the increase versus the full increase. The increase they are recommending is 14.1%. Campbell Baker asked what level they would like to fund the healthcare costs hike. Samir Naran said that the committee suggested splitting the increase with the staff. The committee also gave suggestions on what to do for next year and some options they have used at their properties. Currently, the employees are covered \$686 a month.

Bob Davis asked about sending out a bid for three different health care providers so they could look at them and compare. Are we tied in with Trinet for this? Ruffino explained that the healthcare providers wait until the last minute to release the increase and that we are required to take it from Trinet. Blaine Lansberry asked if Trinet only offers one option because normally they shop different companies for you. All the options they have are with Florida Blue. Lansberry wants to know if Trinet offers any other coverage other than Florida Blue. Ruffino said no, they only have Florida

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

Blue to choose from. Naran said they suggest maybe next year ending the agreement with them and trying to find another company to get better rates with.

Jim Berkley asked about the experience rating being determined by the CVB employees or the pool of 400,000 Trinet employees. Naran added that they asked about wellness programs and how that impacts the costs of healthcare also. Lansberry said that Trinet does offer other national and regional carriers and something that we should put on the agenda for next year also. Betros asked about it being too late for this renewal this year. The net impact to employees is about 6.8% to their pay. Berkley said that for those employees their impact is 6.8% and if they get the 3% increase, they are eating that up plus some to cover it. Berkley said generally it is the experience rating of the group for increases.

Chair Kardos said the board must decide about passing along a 28% increase to the employees or go with the recommendation of the HR committee to cover 50%, or something in between there.

JIM BERKLEY MOTIONED TO COVER 50% OF THE 28.19% IMPACT OF INCREASE IN HEALTH BENEFITS. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 8-0(DRYMONIS LEFT).

4. Financial Report

Ruffino said they are looking at June but do not have a solid number yet. Expenses total of \$944,882. There is a net loss because the revenue is not known yet, however will become positive once it is disbursed.

STEVE FARLEY MOTIONED TO ACCEPT THE FINANCIALS AS PRESENTED. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 8-0.

5. 2016/17 Budget and Marketing Plan

Ruffino explained that since the board meeting in June, she has edited and made the suggest changes, including the Ocean Center funding that they did not know about at the last meeting. Chair Kardos asked about the advertising budget for 16/17 because it appears we are spending less. However, we are spending more. The actual increase is from \$2,931,33 to 3,237,330.

BLAINE LANSBERRY MOTIONED TO APPROVE THE 2016/17 BUDGET AS PRESENTED. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 8-0.

Campbell Baker said that we made some improvements to the Marketing Plan since last meeting. Also, we will take some portions from the Marketing Plan and our goals for next fiscal and put it into a power point presentation for County Council. All board members are invited to attend. No changes from the County are anticipated.

STEVE FARLEY MOTIONED TO APPROVE THE 2016/17 MARKETING PLAN AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 8-0.

6. ADR/OCC Report

They will be conducting this year's Focus Groups in Boston, Philadelphia, and Chicago. Occupancy for the month of May increased as did the Revenue per Available Room.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

7. Market Development

Shawn Abbatesa explained that all funding request were recommended by the Advertising Committee to be brought in front of HAAA today for approval.

a) A December to Remember

John Cameron with the City of Daytona Beach came for a funding request of \$15,000. For the past three to four years they have had this event at the bandshell. This starts in late November and runs through New Year's Eve. Advertising is done to get people to drive over and experience a family atmosphere. Seven concerts were on Saturday nights, pet parade, Chanukah Festival, Inflatables, kids train rides, RC cards, live acts and food. The sand trail will be around the Ocean Center and the Hilton.

Their funding request is the same as last year. Chair Kardos asked Lansberry about the Advertising Committee's input. She said that the committee was excited and supported it as they do every year. This event is good for the community and for the visitors. Naran asked about how this event meets the guidelines that funding requests must meet. It does meet the guidelines and Abbatesa suggested himself extracting the guidelines for each event with the funding request.

SAMIR NARAN MOTIONED TO APPROVE A DECEMBER TO REMEMBER FUNDING REQUEST OF \$15,000. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

b) Bike MS

This is a 30-year-old event and have been coming to Daytona Beach for the last 17 years. This is the first time they have requested funding. The request does meet the room night requirement for \$5,000 request. Ellie Miles with Bike MS presented the funding request. This is the premier fundraising event. They have two choices for start, from 35 miles to 50 miles. They have a fully supported ride, medical support, SAG vehicles and a Daytona Beach finish line party. The center point is at the bandshell. 2015 brought 1,400 cyclists to the finish line. 1,018 cyclists stayed overnight. They are looking to increase their participation to 1,500 cyclists. Miles gave a full breakdown of how they would use the \$5,000 funding to include Facebook advertising, direct mail, weekend guide and Advertising in Jacksonville Magazine.

John Betros asked if any advertising include Daytona Beach hotels. The host hotel is the Hilton Daytona Beach but the advertising is not in Daytona Beach. Abbatesa said the Advertising Committee asked about placing our booking link on their website and they agreed. Miles said they have over 1,000 people who need places to say and can advertise on their website and through emails. Lansberry said the Advertising Committee was generally enthusiastic, the hope would be to see it grow exponentially and if there was any potential to make it a two-night event they would love that also. Chair Kardos asked about giving support from a PR side and maybe share the mailing list to send a visitor's guide to the participants. Miles explained that they talked about really showing off Daytona Beach with this event and showcase the community. Dana Troeger said that families are coming with the participants and it turns into a family event. Campbell Baker said she can draft something for an email list that has digital content for the participants.

SAMIR NARAN MOTIONED TO APPROVE THE \$5,000 FUNDING REQUEST FOR BIKE MS. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

It was requested that the bike MS look into advertising our hotels on their website. PR support was offered up for this event.

c) South Beach Classic

Shawn Abbatessa said that the budget for Biketoberfest is \$125,000 and has found something that can intertwine with Biketoberfest nicely. There are a lot of deliverables with this, the initial airing plus repeats over the year. It will highlight Biketoberfest in a positive light and highlight the 25th Biketoberfest. We will also get the entire B roll from it as well.

South Beach Classics follows Ted Vernon who is a car dealership owner. They are trying to get Ted out and about at live events. Anyone who is into fancy cars is most likely into motorcycles as well. They will have a dedicated story around Biketoberfest and show more of a light hearted positive image that is focused with families. Season 3 reruns were about 100 and Season 3 aired with 2,764,000 viewers. This is a top ranked show with average of 333,000 households per episode. Audience is 79% male with 66 million households in the US.

Feature will focus on Biketoberfest as a whole with women riders at Biketoberfest. The program is on Velocity and History channels. This will involve a full crew and will be two to three day shot in the destination. They will have the ability to script and write everything to main focus of Biketoberfest and Daytona Beach.

The great thing is the talent and host of the show can be taken anywhere. They can do radio and using the content socially and meeting him in the destination. You can use the shooting of the show also. They will be vignettes and have hours and hours of content that we can use, even some that will not air. Abbatessa said this was run by Paradise and they have come back and said this is a great buy and the deliverables and also this show has contracted with the Turkey Run and will be building their car for them. The Turkey Run has provided nothing but positive feedback about the show and producers etc.

How much? Total buy is \$35,362 and will come out of the Biketoberfest budget. What will the money be replacing from last year? Normally Biketoberfest is \$90,000, but have built in extra because of the anniversary. We are foregoing additional print, digital reach, and Sturgis advertising. They feel they will get stronger ROI on these verses those. Cedar Hames asked about footage of Ted after the event and use it; yes they are going to be used. Hames said that is added benefit. Berkley asked about him being involved in the upcoming Turkey Run and will air in February, episode 4. Ours would be episode 7, airing before Bike Week in March. They said they could even air or do an unveil at Bike Week if wanted. The story line is based around Biketoberfest, not Bike Week. They will work ways for them to promote people to come to the 25th Anniversary in 2017 by utilizing the 2016 event to get people there. Kardos asked Campbell Baker about the Advertising Committee feedback. She said it was relatively positive and looked at something we could use to promote Biketoberfest throughout the year. Fine added that we have previously discussed women riders and hopes this will give us exposure to grow that. Naran said that it is a different take and we were struggling how to get to a different demographic and could help with that and internationally too. This show is popular and will help all around.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

SAMIR NARAN MOTIONED TO APPROVE THE FUNDING REQUEST OF \$35,362 FROM BIKETOBERFEST BUDGET FOR THE SOUTH BEACH CLASSIC. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 8-0.

8. Paradise Advertising

a) Separate Media Buys

The Advertising Committee made the recommendation to bring these items to HAAA for approval. Elizabeth Gifford provided the print, digital, and television media placement for May and June. Abbatessa said they will ask for three approvals today which are separate from the media buys.

- Visit Florida Annual Guide \$15,417
- Visit Florida Canadian Co-op Newspaper insert \$7,500
- Dreamscapes Insert \$5,780

All these were recommended by the Advertising Committee to come to HAAA for approval.

STEVE FARLEY MOTIONED TO APPROVE PARADISE'S TOTAL ASK OF \$28,697. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 6-0 (LANSBERRY AND GALLANT LEFT).

b) Proposed Media Plan

The Advertising Committee was involved in the percentages in terms of types of media and seasons. The changes were based on the conversations at the last HAAA meeting and the adjustments were made. They removed the billboards off of I4 in Orlando and took the percentage and put it into TV. They have wanted to tag the one billboard to note it is at the Speedway. It is also not lit up at night; they will be doing a new billboard with actual direction that the visitor center is at the speedway. Naran asked about data available to track the visitors to the center. Fine asked about getting a state sign. Campbell Baker said she has been working on that for about 10 months and would be glad to get one, but doesn't know if or when that could happen. Rudy Webb said if this plan is approved today, they will start negotiations and try to get the costs down. They learned from last year and made this plan better.

Danica Patrick Opportunity

Webb gave the board an overview of the opportunity they have to partner with Danica Patrick. Her following includes all of our markets and she has international name recognition. The cost associated with it is \$130,000 and they think this is a great opportunity. The Advertising Committee recommended this be brought to HAAA for approval. The cost is \$100,000 plus the \$30,000 for production. They can use the content for one year and can be chopped up into different portions and use it for our needs. Danica Patrick will post eight times socially throughout the year and we can use on our website and social media.

Chair Kardos asked about Arivalist is the cookie that tracks the cell phone or tablet with the same address and allows tracking for the next two years. Abbatessa explained the opportunistic funds are for when something comes up they can take advantage of and then bring back to the board for ratification. Chair Kardos said it is a working document and the approval will not be etched in stone and is for short term media buys etc. Webb said they will start to negotiate with the media outlets and if something better comes along, they will then see if it is worth pursuing.

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016

STEVE FARLEY MOTIONED TO APPROVE PARADISE'S 2016/17 MEDIA PLAN AS PRESENTED. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 6-0.

9. Group Sales

Linda McMahon said they had great budget committee meetings and were very interactive with the budget process. Meetings and Sports least year to date they were 169, currently they are at 170. This time last year they had 50 definite bookings, this year leads are at 75. Tour and Travel last year they were at 77 leads and this year they are at 66 and the leads will be going out next week.

McMahon said they have had meetings with NCA and are working on making sure they know we appreciate their business and want to help keep the business here.

10. PR Update

In September we will have a county wide media FAM and we added a Canadian FAM.

11. Committee Reports

HR Committee: Campbell Baker said that next Monday Kate Holcomb will join us full time on the 25th. She is a superstar and we are excited

ACHT Committee: A new brochure is being made; Share the Heritage Guide, to include the entire county. We have added Stephanie Mason-Teague and Len Lempel to the committee and request the approval of the board.

JOHN BETROS MOTIONED TO APPROVE STEPHANIE MASON-TEAGUE AND LEONARD LEMPEL TO THE ACHT COMMITTEE. MIHIR PATEL SECONDED THE MOTION. MOTION PASSED 6-0.

Biketoberfest: Met in June and Master Plan was presented to the City of Daytona Beach and is now listed on the website.

12. Old Business

Ruffino said that she spoke with Trinet and our plans are rated on our group, premiums paid verse costs paid out. They do offer one other carrier, Aetna, generally 20% higher in premium than Florida Blue. Naran said we need to work on how we can better our rating.

Also, Ruffino explained we needed a vote on the Focus Group expenditure discussed earlier now that locations have been chosen. \$36,000 total spend for three focus groups.

STEVE FARLEY MOTIONED TO APPROVE FOCUS GROUPS IN BOSTON, PHILADELPHIA AND CHICAGO WITH TOTAL COST OF \$36,000. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 6-0.

Now that Lori Campbell Baker is officially the executive director, she needs to be added to Gateway Bank as a check signer up to \$2,000. This will give us a check signer in-house. She is not able to sign any check that has to do with payment for her, or her expenses i.e. credit cards etc.

STEVE FARLEY MOTIONED TO MAKE LORI CAMPBELL BAKER A CHECK SIGNER. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 6-0.

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Cici & Hyatt Brown Museum
July 19, 2016**

Ruffino explained our current Amex is set up on a central billing. She would like to change to individual billing/company pay to simplify processing. All controls in place remain the same.

JOHN BETROS MOTIONED TO HAVE AN APPLICATION FOR CORPORATE CARDS WITH INDIVIDUAL BILLING. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 6-0.

13. New Business

No new business.

14. Public Participation

No public participation.

THE MEETING WAS ADJOURNED AT 4:32 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**