

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Wednesday, November 19, 2014**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Blaine Lansberry, Dan Francati, Libby Gallant, Samir Naran, Pravin Patel, Carol Platig, Sharon Mock, Michael Kardos, Jason Reader and Kyri Drymonis

Guests:

Brenda de Treville, Charles Hargrove, Pat Cote, Cedar Hames, Bob Davis, Kay Galloway, Susan Heddy, Azam Rangoonwala, Janelle Coden, Don Poor and Alaina Hall.

Staff:

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

CALL TO ORDER

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

1. October 15, 2014 Board Meeting Minutes

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

LIBBY GALLANT MADE A MOTION TO APPROVE THE OCTOBER 19, 2014 MINUTES. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11 TO 0.

2. Executive Director Report

→ 2015 Official Meeting Dates

Chair Blaine Lansberry brought up the suggested dates for 2015 official meetings. This would move the meetings from Wednesdays to Tuesdays of the same week. There were some conflicts with Wednesday and hopefully this will relieve those. There are official meeting dates and potential workshop dates. The workshops could turn into official meetings based on the need at the time. Lisa Bordis will be in contact about this to get it pinned down as soon as possible.

Tom Caradonio highlighted on all that has been going on this past month.

→ Mid-Florida Marketing Contract

Caradonio gave the board a proposed contract for Mid-Florida Marketing. The contract ran out on September 30th and has been going month to month since. This contract is the same as last years with the exception of focus groups. The focus groups will be separate from here forward in order to look at options before committing to doing them.

~~SHARON MOCK MADE A MOTION TO ACCEPT THE MID-FLORIDA MARKETING CONTRACT. CAROL PLATIG SECONDED. MOTION WAS WITHDRAWN.~~

There was some wording left in this contract from last year that did not collaborate with job duties for this year. It referred to attachment A and there was no attachment included.

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~~STEVE FARLEY MADE A MOTION TO AMEND THE CONTRACT TO EXCLUDE THINGS IN THE CONTRACT WHICH DID NOT BELONG. SHARON MOCK SECONDED. MOTION WAS WITHDRAWN.~~

It was expressed by Jason Reader to continue to go month to month until this contract is 100% correct and has all attachments included for the board to see prior to approving. The board expressed a want for a full Scope of Work with the contract before approving.

→ ***Club Daytona Contract***

This is the contract which was spoken about at the last meeting. The contract was sent to county legal and Charles Hargrove made some massive edits. Charles Hargrove of county legal explained the item that came up was the issue of being a sole source. Even though the company is offering a product than other marketing companies, it is not something that other competing companies couldn't do. Also, because this is a new company, typically the county would look at a financial history and balance any risk, which was unable to be done. Additionally, county legal has put together an insurance contract which the company would have to agree to and execute. Hargrove also explained they need to make a motion to waive the requirement for competitive bid.

CAROL PLATIG MADE A MOTION TO WAIVE THE REQUIREMENT FOR A COMPETITIVE BID. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 11 TO 0.

The board expressed some concerns they had with the contract. Some of the concerns brought up included, a long term requirement, the amount of money on the original contract, the termination and cost of their mark up. The markup has to be decided before moving forward. This is an important part to know before signing a contract as that could change a lot. Caradonio would like to remind that they are not spending any money until they get the product first.

Hargrove explained that his team made a lot of changes to this contract which the provider has not seen or agreed to yet. It was determined they cannot motion to approve until each are able to review the finished contract and exact details requested.

JASON READER MADE A MOTION FOR TOM TO CONTINUE TO NEGOTIATE THE CONTRACT DETAILS FOR THIS PROGRAM. DAN FRANCATI SECONDED. MOTION PASSED 11 TO 0.

→ ***Filing of Fictitious Name & CVB Dissolution***

Hargrove explained that HAAA needs to file a fictitious name of Daytona Beach Area Convention and Visitors Bureau. This is part of the closing of the CVB and HAAA taking over.

STEVE FARLEY MADE A MOTION TO APPROVE APPLICATION FOR THE FILING OF THE FICTITIOUS NAME. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11 TO 0.

Hargrove explained that we also need to file the dissolution of the CVB. This is another piece that needs to be taken care of in order to get the CVB fully closed.

JASON READER MOTIONED TO APPROVE THE APPLICATION FOR THE DISSOLUTION OF THE CVB. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11 TO 0.

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3. Financials

Caradonio introduced Trish Ruffino as the new Director of Finance. Ruffino started last Thursday. She has been dealing with the audit which started on Monday and worked on getting our monthly report done. There is a draft financials that was handed out to the board.

One thing Caradonio would like to do is take the reserve money, about \$600,000, and put it in a CD to be making money. This gives a more realistic dollar amount of money in the account. This would get it out of the cash flow and to make money on it.

STEVE FARLEY MADE A MOTION TO PUT THE RESERVE MONEY INTO A CD AT GATEWAY BANK. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11 TO 0.

4. Market Development

a) Daytona Beach Grand Prix 2015

Shawn Abbatessa explained that this event funding request came recommended from the advertising committee to fund at the \$10,000 level. Azam Rangoonwala with the company came to give a presentation on last year's event. This event was funded by HAAA last year for \$5,000. They are estimating numbers to be much higher this year and have more racers signed up for the event. There is more media value for this year because Fox is going to be showing this event live, internationally as well. Sharon Mock added the media exposure is great for this event. The actual room nights last year were 637. This includes their staff-71, racers-108, friends and family-458, is the break down. There could be more but they could only track those who raced and staff who came with them. There is no accurate count on spectators.

Abbatessa explained they have a new program with DMAI that is an impact calculator for events like this. He provided the economic impact for this event created through this DMAI calculator. This is what they are projecting with the information from their request. Some board members expressed their concern about this amount because for some reason the numbers from the DMAI calculator did not seem accurate. There is concern that the data provided is not accurate and have no way to tell its legitimacy.

~~CAROL PLATIG MADE A MOTION TO APPROVE \$10,000 FUNDING REQUEST FOR DAYTONA BEACH GRAND PRIX 2015. PRAVIN PATEL SECONDED. MOTION FAILED 5-5.~~

JASON READER MADE A MOTION TO APPROVE \$5,000 FUNDING REQUEST FOR DAYTONA BEACH GRAND PRIX 2015. KYRI DRYMONIS SECONDED. MOTION PASSED 10-1. PATEL AGAINST.

5. Paradise Advertising Update

Brenda de Treville from Paradise Advertising came to the board to present their update for the month of October. She also introduced Pat Coto who does the media buying. Paradise has now received all CVB assets from Push. Also, they saved \$40,558 in negotiations with advertising. This can now be used elsewhere later on. Focus groups went well.

Paradise presented a media plan which amounts to \$995,882.75. This includes things that were time sensitive and had a deadline, therefore, already placed. This total is under 1/3 of the total budget. This did go through the advertising committee and was recommended to come before

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HAAA for approval. There is more opportunity for co-ops and if for some reason, there are more partners interested in a program, they would expand it to include all those interested instead of doing a lottery to choose one.

SHARON MOCK MOTIONED TO APPROVE PARADISE'S \$995,842.75 MEDIA BUY. DAN FRANCATI SECONDED. MOTION PASSED 11 TO 0.

Paradise also introduced new creative to the board. It was said that the video Paradise created for their proposal, won the highest award in the advertising industry at the Adrian Awards, an international hospitably awards. It beat out huge budget companies like Delta, State of California, Hawaii, Mexico, etc. This is the highest honor they can receive.

The board got to watch the marketing creative ads and videos produced by Paradise for Daytona Beach. Sharon Mock liked everything about it for the exception of "The World's Most Famous Beach." She believes that everyone thinks their beach is the most famous and it is a claim you can't defend. Reader likes the "Original American Beach." Gallant added she liked it as well, "it is nicely done." She likes that we are using the research and making the changes to reflect that. Mike Kardos likes that they are changing from 15 seconds to 30 and 60 seconds segments. Platig congratulated Paradise on winning the award for this video.

6. Partner Reports

→ Ocean Center

Don Poor from the Ocean Center came to update the board. Poor reported on the World Gymnastics that just left the destination. Thirty eight countries attended this event. It was broadcasted internationally on NBC, Universal, and YouTube which all streamed live. There were about 5,500 people in attendance at the nine competitive events. The estimated economic impact is 7.9 million.

7. Committee Updates

Chair Lansberry gave the committee chairs time to update the board on anything that happened over the past month.

→ Advertising Committee

Mike Kardos explained what was discussed at the advertising committee meeting. He mentioned that there was a funding request for a women's tennis tournament that was not brought to HAAA. It was recommended by the committee for funding however was removed from HAAA's agenda per the request of the event planner.

→ ACHT Committee

Dan Francati updated on the ACHT committee. They finally agreed on the video vignettes at the last meeting and are now moving forward.

Janelle Coden with the Museum of Arts and Science doing the marketing and PR and would like to be on the committee and has submitted her application to do so. This would need to be voted on by the HAAA board as they make this decision each April.

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MIKE KARDOS MADE A MOTION TO ACCEPT JANELLE CODEN'S APPLICATION FOR THE ACHT COMMITTEE. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 11 TO 0.

→ **Biketobefest Committee**

Drymonis explained the committee did not meet. Caradonio added the media plan for Bike Week 2015 was presented. This was reviewed by the Chamber as well. The budget was approved in August for \$90,000 for this event.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$90,000 BIKE WEEK ADVERTISING SPEND. DAN FRANCATI SECONDED THE MOTION. MOTION PASSED 11 TO 0.

→ **Meetings and Convention Committee**

Steve Farley updated on this committee. There was no meeting this past month. However, the staff had attended Rejuvenate Marketplace, among others, and did some site visits for Shriners.

→ **Sports Committee**

Samir Naran updated on this committee. There was also no meeting this past month. The staff attended the AAU conference which partnered with the Ocean Center and the Hilton. They recently booked several non-Ocean Center city wide events.

→ **Tour and Travel Committee**

Libby Gallant updated on this committee. This committee did not meet this month either. There was a client event in October with tour operators which went very well. There was just a Polish FAM that went well and a sales mission coming up in Miami with six partners included.

THE MEETING WAS ADJOURNED AT 4:15 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**