

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
CVB Upstairs Conference Room
Tuesday, November 17, 2015**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

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

Board Absent:

Mihar Patel

Guests:

Evelyn Fine, Jim Abbott, Charles Hargrove, John Moroan, Victoria Maw, Loretta Arthur, Holly Frick, Don Poor, Stephanie Spade, Rium Vsaror, Mirah Parisian, John Nicholson, Frank Scott, and Vick Foley.

Staff:

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

CALL TO ORDER

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

1. September 15, 2015 Meeting Minutes

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

MIKE KARDOS MOTIONED TO APPROVE THE SEPTEMBER 15, 2015 MINUTES. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 7-0.

2. Executive Update

A. Update

Tom Caradonio updated the board on this past month. This fiscal year finished \$817,000 over budget. It is expected to get the payment from that in February, possibly sooner. Group sales had three site visits and attended seven trade shows in addition to hosting the YMRC event. World Travel Market concentrated on our golf packages while showcases our larger golf venues. Market Development director Shawn Abbatessa went to the Visit Florida road show and meeting. Biketoberfest kept the department busy as well.

NAIA is coming! Playoffs start this weekend with teams from Kentucky, Southern Oregon and Georgia.

Regatta gave us a proposal at the Advertising Committee meeting to make the 'Club Daytona' idea come to life. The Advertising Committee gave staff the go ahead to get with Ashwin and bring something to the January HAAA board meeting. He is talking about being a partner with us in this and possibly selling this idea to other CVB's with us making money off of it in the long run. It is in the process with Ashwin and will be presented in January.

B. 2016 HAAA Meeting Dates

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We have the suggested 2016 meeting dates. There are dates for official meetings and for potential workshops. Chair Lansberry asked to please keep all dates saved in case we need to have a meeting instead of a workshop at any point.

JOHN PHILLIPS MOTIONED TO APPROVE THE 2016 HAAA MEETING/WORKSHOP DATES AS PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 9 TO 0.

3. Financials

Trish Ruffino updated that October financials are in good shape. The auditors are currently working in the office and are going to be presenting their findings soon. Ruffino is working on the entries for FY 2014/15 and the current audit.

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9-0.

Caradonio added that they extended \$184,000 from the current year budget from prepaid expenses paid in '14-15 fiscal for '15-16 expenses and would like to pull the \$184,000 from the reserves considering we do not get any overage money from the county until February with replenishing it once we receive that money. The overage is about \$817k in revenue over the budgeted collection amount. There is no cash coming in and is making things tight. Chair Lansberry asked if that leaves the reserves out of policy. Caradonio said it does bring it below policy. There are checks being written but are low on cash flow. We are waiting on October and December payment of about \$400,000 and November in January 2016 and overage will come in February. Caradonio explained no money has come in since August. Kyri Drymonis asked if drawing from the reserves violates any policy. Charles Hargrove with Volusia County legal team explained that there was a vote by HAAA to keep the \$660,000 in the reserves and does not know if it violates anything yet. Hargrove will get with James Moore Accounting and find out.

Chair Lansberry adds that they are currently not in a negative cash flow yet and wanted to know about going to the county for the money that is owed. Hargrove added that he will look into this and let them know. Lansberry asked when Caradonio thinks we would "hit the wall." Trish Ruffino explained they have held some checks and need to get money sooner rather than later. Lansberry stressed this to Hargrove for a solution as soon as possible. Drymonis wants to make sure we look at a long term solution moving forward so the years to come this doesn't happen again.

Charles Hargrove said that he and Caradonio need to get together with Donna DePeyster, County CFO, and come up with a reasonable solution.

Lansberry said the September financials are without a doubt the largest in her memory. Things are looking great. Good job to everyone for the great number!

4. Market Development

Shawn Abbatessa updated on his department. Abbatessa explained in his visit to California he had 22 partners and was well worth the trip! They shared updated technology and analytics.

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A. December to Remember

The request is \$15,000. This was approved by the advertising committee and was recommended to bring it before HAAA. Helen Riger and John Cameron from the City of Daytona Beach came to present. This is the third edition and is almost a month long series of events at the Band Shell. There are concerts, train, arts and craft, fireworks, sand sculptures and much more.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$15,000 REQUEST FOR DECEMBER TO REMEMBER. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 9 TO 0.

B. P1 Aqua Cross

This event funding request of \$10,000 and went before the advertising committee and was recommended to come before HAAA for funding. This event started in 2013 with seven racers. Last year, 2015, there were 91 racers. These racers come from all over the globe and it is now an international race. Media value to date is \$1.375 million with 33% being out of the US and 13% in the UK. This event received \$5,000 in funding last year with showing the room nights for this year's request. There are almost 2,000 rooms nights this year.

STEVE FARLEY MADE A MOTION TO APPROVE THE \$10,000 FUNDING REQUEST FOR P1 AQUA CROSS. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 9 TO 0.

C. Coastal Maps

This \$3,500 request will not be coming from special event funding. It is coming out of the marketing budget. Lori Hood with Coastal Maps explained that she is in her seventh year now and distributing every other month and is already at 20,000 maps over last year. She prints a quarter of a million a year.

MIKE KARDOS MADE A MOTION TO APPROVE \$3,500 COASTAL MAP FUNDING REQUEST. KYRI DRYMONIS SECONDED THE MOTION. MOTION PASSED 9 TO 0.

D. Trip Advisor/Regatta

Abbatessa explained this presentation went before advertising committee and was recommended to become before HAAA. Ashwin with Regatta has suggested we advertise through Trip Advisor and will allow us to advertise and compete with the OTA listings that come up when searching for Daytona Beach. Daytona Beach's official site will be listed with other OTA's and will have a direct link to the booking engine and direct to the hotels. It is requested to test this out. There is about \$50,000 left over from JetBlue and Abbatessa requested Paradise reduce the TripAdvisor spend by \$10,000. For six months it would cost \$10,000 to test this out and would come with full analytics to total \$60,000 cost. Abbatessa is requesting to get the shift is money approved.

MIKE KARDOS MADE A MOTION TO APPROVE THE MOVE OF \$60,000 TO FUND THIS TEST RUN. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 9 TO 0.

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5. Paradise Monthly Update

Cedar Hames from Paradise came to update the board. Victoria has joined the team and will be the account executive for Daytona Beach.

A. Ratification of Media Buy

At the end of September they filmed nine locations and got some great productions that will be used to produce 15 second spots for every type of media. These videos (if approved) will replace the original 30 second spots. Rough drafts of the videos were presented. They are not final and need some work still but give the idea of what they are doing. Paradise will cast a male and female voice each. Paradise is asking for approval to move forward with these videos.

This was presented to the advertising committee and it was recommended to come before HAAA.

STEVE FARLEY MADE A MOTION TO APPROVE THE RATIFICATION TO PROCEED IN GETTING THE VIDEOS COMPLETED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 9 TO 0.

6. ADR/OCC Report

Evelyn Fine presented the September report and the RevPar grew 39% from 2014! Labor Day being in September this year instead of August was a contributing factor. There is an increase in business travel in the month of September each year.

Fine also brought some Visitor Profiles as it has not been discussed in a long time. This is a survey that is done with all types of properties, different sizes, regions, flags and non-flags. It can be done by staff member or by a print out. Fine explained they often work on several months at a time conducting these. The reports are by district and about a 10-12 minute survey. The last six months have just been provided to the CVB. Fine read over some of the reports.

7. Partner Reports

a) Ocean Center

Don Poor came to share the up to date numbers for the Ocean Center. Events are up 113 over 102 last year with 118 return contracts and booked 30 new events. Sales staff attended 20 tradeshow. They purchased new software called social table, created a new logo and are currently working on new marketing. Additionally, they purchased new safety lighting and are expanding Wi-Fi services available.

8. Group Sales Update

Linda McMahon noted that Caradonio updated most of her department's numbers during his update. World Travel Market partnership with JetBlue and Air Lingus are huge. Meetings and Trade are busier than they have ever been; everything is in the executive update.

9. PR Update

Lori Campbell Baker updated that they have just hosted travel writers. Writers from all over are interested in coming to Daytona Beach. More details in the executive update.

10. Committee Updates

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Advertising Committee- Mike Kardos explained they had a lengthy discussion about the 'Club Daytona' project and went over everything presented today.

ACHT Committee- Carol Platig updated that the night and day videos are now completed and the Culture Map is almost ready for production.

Biketoberfest Committee- Kyri Drymonis said no meeting but were happy with Biketoberfest.

Meetings & Conventions Committee- Farley also did not have a meeting however gave a brief update on RFP received from recent shows attended and upcoming shows as well as FAMs.

Sports- Naran updated no meeting either. Tara Hamburger is on the road staying in front of the audience and putting Daytona Beach on the map!

Tour & Travel Committee- Gallant did not meet however briefed on sales missions and shows attended and upcoming.

HR Committee- Naran explained they met and did Caradonio's review. They believe he did an excellent job thus far. He is great at navigating the political landscape and keeping things on track. They voted to recommend a four percent increase.

SAMIR NARAN MADE A MOTION TO GIVE TOM CARADONIO A 4% RAISE INCREASE. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 9 TO 0.

(Contingent upon no objection from County Council however percentage is in guidelines of 3-5 %.)

11. Old Business

Fine addressed the survey that was posted on the Sturgis website. The information received from the survey has been significant.

12. New Business

Caradonio discussed JetBlue and that he will actually be using JetBlue on January 5th travelling to New York. While there, he will be meeting with Air Lingus and hopes to meet with MPI. Caradonio said he received a email from Jay Cassens at the airport and said that February bookings with JetBlue are doing really well however January hasn't taken off as much as hoped but still doing well. They are happy with the numbers so far. Caradonio said JetBlue has an excellent marketing team.

THE MEETING WAS ADJOURNED AT 4:00 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**