

HALIFAX AREA ADVERTISING AUTHORITY

Special Meeting
CVB Upstairs Conference Room
Tuesday, December 9, 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, Cedar Hames, Bob Davis, Evelyn Fine, Pat Cote, Tom Kelly, Scott Chesley, and Maureen Minnock.

Staff:

Tom Caradonio, Lisa Bordis, Shawn Abbatesa, Linda McMahon, Trish Ruffino, and Lori Campbell Baker.

CALL TO ORDER

Chair Blaine Lansberry called the meeting to order at 1:00PM.

1. November 19, 2014 Board Meeting Minutes

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

DAN FRANCATI MADE A MOTION TO APPROVE THE NOVEMBER 19, 2014 MINUTES. SHARON MOCK SECONDED THE MOTION. MOTION PASSED 10 TO 0.

2. Executive Director Report

A. Club Daytona Contract

Tom Caradonio explained this is the contract they have been working on for a few months. It has been reviewed and approved by the county legal team. Bruce Nierenberg and his partner have agreed to the changes that Charles Hargrove of county legal advised. This is including the insurance clause which was suggested at last month's meeting.

DAN FRACATI MADE A MOTION TO APPROVE THE TAV CONTRACT. STEVE FARLEY SECONDED. MOTION PASSED 11 TO 0.

B. Mid-Florida Marketing Contract

Caradonio explained that per the request at the last board meeting, changes have been made to reflect duties for this year which only includes the monthly report.

DAN FRANCATI MADE A MOTION TO APPROVE THE MID-FLORIDA MARKETING CONTRACT. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 11 TO 0.

C. D.B. Women's Pro Tennis Championship

Shawn Abbatesa explained this funding request went in front of the advertising committee in November and was recommended to come in front of HAAA. This is an event which the city of Daytona Beach is putting on. It is hopeful this will help bring attention to the destination with sports. This is one of the highest level events they bring in for events.

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SHARON MOCK MADE A MOTION TO APPROVE THE \$3,000 FUNDING REQUEST FOR THE D.B. WOMEN'S PRO TENNIS CHAMPIONSHIP. DAN FRANCATI SECONDED. MOTION PASSED 11 TO 0.

3. Financials

Caradonio explained the financials which were presented to the board. Trish Ruffino is learning the system and format expected. This is accurate and reflecting current numbers.

STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. MIKE KARDOS SECONDED THE MOTION. MOTION PASSED 11 TO 0.

4. New Business

Chair Lansberry explained that Caradonio hit his six month mark on November 14th. Per his offer letter, if the board approved of his performance, he is eligible for a three percent increase.

CAROL PLATIG MADE A MOTION TO APPROVE CARADONIO'S THREE PERCENT SALARY INCREASE. PRAVIN PATEL SECONDED. MOTION PASSED 11 TO 0.

THE MEETING WAS ADJOURNED AT 1:21 pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**