

**HALIFAX AREA ADVERTISING AUTHORITY**

**Special Meeting  
Hilton Daytona Beach  
December 1, 2016**

**SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

**Board Present:**

Mike Kardos, Mihir Patel, Blaine Lansberry, Jim Berkley, John Betros, Kyri Drymonis, Samir Naran, and Steve Farley.

**Guests:**

Theresa Cantrell, Helen Riger, John Phillips, Libby Gallant, Kelsey Lansberry, Maria Mojica, John Morgan, Cedar Hames, Elizabeth Gifford and Michael Moore.

**Staff Present:**

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

**CALL TO ORDER**

Chair Mike Kardos called the meeting to order at 9:00a.m.

**1. Consent Agenda**

Lori Campbell Baker explained that the items on the consent agenda need to be ratified from November's meeting. It was realized that the motions made for these items at last meeting were not valid due to board member absences.

No items were pulled from the consent agenda.

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**KRYI DRMONIS MADE A MOTION TO APPROVE THE CONSENT AGENDA. BLAINE LANSBERRY SECONDED THE MOTION. MOTION PASSED 7-0.**

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Steve Farley arrived.

**2. Adjusted Creative from focus groups**

Shawn Abbatessa explained this was another item from November's meeting which has to be ratified. Last meeting there were some opinions expressed that the ads were perceived as being "cheap" and thought that they could be worded much better. The changes made originally were in response from the focus group findings. Campbell Baker added that since the November meeting she and Shawn have made some adjustments to the wording to better express the value of Daytona Beach verses sounding cheap. She believes this now better fits the message intended. The board was happy with the new creative that was presented.

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**JOHN BETROS MADE A MOTION TO ACCEPT THE CREATIVE CHANGES AS PRESENTED. BLAINE LANSBERRY SECONDED THE MOTION. MOTION PASSED 8-0.**

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**3. Recommendation for Bed Tax Overage \$280,067**

Lori Campbell Baker explained that the goal of this presentation is to get in front of the County Council in December, which is much earlier than previous years when we normally would go in March. Each department has broken down their recommendation by spend.

A. Market Development	<b>\$235,000</b>
B. Communications	<b>\$25,000</b>
C. <u>Group Sales</u>	<b>\$20,067</b>
Total:	<b>\$280,067</b>

Abbatessa presented his plan for the \$235,000 budget. John Betros asked if Abbatessa has a goal of leads at the shows they attend. Abbatessa said their goal is 500. Naran asked if we have any data of the actualized bookings from these shows. Abbatessa explained they do not have the technology to track the leads that way.

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However, communication via email on a regular basis is done to keep in touch with the prospected visitors. Campbell Baker expressed that these shows are strictly consumer visitors and not meetings.

**A. Market Development \$235,000**

**i. Consumer Shows \$10,000**

- ii. Rack Card Brochure \$15,000** \*Naran asked about the rack card brochure spend and if it is actually effective. Abbatessa explained these cards can convince a visitor to extend their stay or come back at another time. Susan Keaveney with the Advertising Committee agreed with Abbatessa.

**i. Advertising Placement \$210,000**

Advertising Breakdown:

**Florida Travel Intender \$89,690** \*This is people who have expressed interest in Florida travel in our core markets. This is a combo of video and display, with it being out starting in March through September.

**Adara \$38,889** \*This is in the New York market to generate awareness in Daytona beach and expressing there is now a direct flight available for them to take.

**Adara \$27,778** \*This is targeting the Orlando traveler in target markets.

**TravelSpike.com \$27,778** \*Target markets in places like Atlanta, New York, Boston etc.

**Production cost \$19,090**

**Total Advertising Spend \$210,000**

**B. Communications \$25,000**

The social media key influencer campaign which allows us to target audience and messaging around the marketing plan. This is a County-wide editorial with women 25-54 who are vacation decision makers, adults 55+ for mid-week spontaneous travelers and families. Lansberry asked how many influencers will come from this buy. Campbell Baker said that number is determined by the kind of influencers they choose, with somewhere around 30. This would probably be timed when the current IZEA ends, which is December. The launch would possibility be in February 2017. Lansberry requested updates on this and Campbell Baker confirmed the board will receive reports.

**C. Group Sales \$20,067**

International Association of Golf Toru operators and would host 10-15 golfers. This will get great exposure County-wide and will be a pre-FAM. Naran asked if Italy would be a possibility to get visitors from. Linda McMahon said that we have a lot of opportunities there and can start taping into it. It is suggested to start with brand awareness.

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**KYRI DRYMONIS MADE A MOTION TO APPROVE THE \$280,067 SPEND AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 7-0 (LANSBERRY STEPPED OUT.)**

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**4. Old & New Business**

None.

**5. Public Participation**

None.

**THE MEETING WAS ADJOURNED AT 9:46am.**

**Respectfully submitted,  
Lisa Bordis  
Executive Assistant**