

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Daytona Beach International Airport
January 19, 2017**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Mike Kardos, Blaine Lansberry, Jim Berkley, Carol Platig, Libby Gallant, John Phillips, John Betros, Samir Naran, and Steve Farley.

Board Absent:

Kyri Drymonis and Mihir Patel.

Guests:

Theresa Cantrell, Bob Davis, Evelyn Fine, Charles Hargrove, Elizabeth Gifford, Cedar Hames, Rudy Webb, Suzanne Heddy, Jim Abbott, Kay Galloway, Francesca Johnson, Dino Paspalakis, Norm Patel, and Vickie Foley.

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 2:00pm.

1. Consent Agenda

No items were pulled from the consent agenda.

Matters included:

- November 15, 2016 Meeting Minutes
- December 1, 2016 Meeting Minutes
- Executive Update
- GolfPac Update
- ADR/OCC Report

STEVE FARLEY MADE A MOTION TO APPROVE THE CONSENT AGENDA. JOHN PHILLIPS SECONDED THE MOTION. MOTION PASSED 9-0.

2. Finance Report

a) Audit Report for 15/16FY

Zach Chalifour with James Moore presented the annual audit. This was a clean audit with no findings to be concerned with. The one comment made is related to preparing financial statements internally, as opposed to engaging the services of a CPA to prepare financial statements and related note disclosures. Providing these additional control procedures would divert resources (time and money) from the Authority's purpose, which is to promote and advertise tourism in the Authority's geographical area. This is noted every year, but Zach explained that is not financially feasible for HAAA to make the suggested change.

b) Financials

Trish Ruffino reported that finances are on track with budget.

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

c) Request for transfer of excess reserve funding

Chair Kardos explained that staff has come up with a way to spend \$572,275 in excess money being held in reserves. After this spend and factoring in previously allocated monies, there will still be \$994,433 remaining

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Daytona Beach International Airport
January 19, 2017**

in the reserves. This amount equals 12% of the budget. It was previously voted on by the board to implement a policy the reserves maintain 12% or \$660,000.

Shawn Abbatessa explained that the Market Develop section of the request will enhance current marketing efforts, in current markets.

Advertising details: \$340,000

- Paradise Digital Advertising – Contextual/Behavioral
- Adara – Focus on flight intenders to Orlando and Jacksonville Airport
- Adara – Focus on Orlando, Jacksonville, & Tampa hotel intenders
- Visit Florida Facebook Co-op
- Visit Florida Facebook Promoted Video Co-op
- Ad Serving Fees
- Production

Airline Marketing: \$143,798

- Paradise Digital Advertising – Contextual/Behavioral
- Adara – Geographically targeting Direct Flight prospects via Orlando & Jacksonville Airports
- Sojern Travel Platforms – Targeting Flight & Hotel Intenders
- Ad Serving Fees
- Production Fees

B-roll: \$50,977

- 8 videos at varying lengths
- Multiple on-site locations throughout Volusia County

It should be noted the total cost for the B-roll is \$97,421; and the remaining \$46,444 will be coming from the production line item budget.

Group Sales: \$37,500

- Varsity/National Cheerleading Association
- National Dance Association
- Increase presence in the New York City market meetings & trade
- Increase presence in the Carolinas
- Canadian Travel Trade buyer FAM
- Increase Florida sales missions for Sports

Total reserve request: \$572,275

BLAINE LANSBERRY MADE A MOTION TO TRANSFER AND ACTIVATE \$572,275 FROM EXCESS RESERVE FUNDING. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

3. Executive Director Six Month Review

Chair Kardos explained the HR Committee met in December and conducted the six-month evaluation of Campbell Baker, as outlined in her initial offer letter. Samir Naran explained there were six parts in the review process and she either met or exceeded standards.

Part A: Training

Exceeds standards and meets standards

Exceeds standards and meets standards

Part B: Planning and Assigning

Meets standards

Part D: Fairness and Approachability

Exceeds standards and meets standards

Part C: Director and Leadership

Part E: Decision-making

Meets standards

HALIFAX AREA ADVERTISING AUTHORITY

**Regular Meeting
Daytona Beach International Airport
January 19, 2017**

Exceeds standards and meets standards

Part F: Resource Management

Comments:

- Lori Campbell Baker has done a great job at developing a sense of teamwork and accountability within the organization.
- Excellent with relationships with County Council.
- Excellent board communication, legislative knowledge, community engagement and hotelier engagement.

Goals:

- Continue to improve relationships with shareholders.
- Obtain DMAI accreditation as a Certified Destination Management Executive (CDME).
- Encourage and facilitate Director of Finance to obtain SHRM certification.
- Schedule and execute quarterly financial and marketing plan reviews for potential revisions to action plans.

Overall Kardos is very pleased with the first six months and how Campbell Baker has been doing. Overall rating is 3.5.

JOHN BETROS MADE A MOTION TO INCREASE EXECUTIVE DIRECTOR LORI CAMPBELL BAKER'S ANNUAL SALARY 3%, RETROACTIVE TO HER SIX-MONTH ANNIVERSARY DATE OF DECEMBER 21, 2016. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 9-0.

Naran explained the HR Committee also requested for additional items to be placed on the evaluation for the Executive Director. Ruffino explained she is working on getting the items added to the review for next time. HR Committee also set future meeting dates and the next one is scheduled for February 10.

Ruffino has started working on the employee leasing and employee benefits because we will put them out to bid to get the best rates possible for staff.

4. Market Development

a) Friends of the Bandshell - \$15,000

Dino Paspalakis with Friends of the Bandshell explained this year they have expanded the concert dates to further into December. Naran added this is a four-month annual event which includes Saturday night fireworks. Naran suggested this is something that should be pre-budgeted every year like our other annual events i.e. Bike Week. Other board members felt it was a good idea moving forward.

JOHN BETROS MADE A MOTION TO APPROVE FRIENDS OF THE BANDSHELL FUNDING FOR \$15,000. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 9-0.

Moving forward, the Board requests that Friends of the Bandshell be added to the annual budget and removed from special event funding, like other annual events such as Bike Week and Biketoberfest®.

b) P1 Aqua Cross - \$10,000

Azam Rangoonwala explained this event is in its fifth year. The request is for a total of \$10,000 which consists of \$7,500 towards TV advertising and \$2,500 for Social media. Blaine Lansberry added the Advertising Committee approved this.

BLAINE LANSBERRY MADE A MOTION TO APPROVE P1 AQUA CROSS FOR \$10,000. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

5. Paradise Monthly Update

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting Daytona Beach International Airport January 19, 2017

Danica Patrick filmed seven videos (6 was the goal,) and the first is now approved and ready for use. A preview was shown and will be posted on Daytonabeach.com. Naran expressed that he loves the video, his only concern is that she was not filming on the beach. Campbell Baker explained that they shot in one location to maximize the time and accomplish as much filming as possible in the one scheduled shooting day. B-roll will contain the beach and other iconic shots.

Paradise gave their monthly update to include impressions and ads for November 2016 and December 2016.

6. Partner Reports

Jay Cassens reported for Daytona Beach International Airport, expressing they are looking into more flights and that Boston has potential.

7. Committee Reports

Committee Updates were given for each committee. Campbell Baker explained that starting next meeting, all committee updates will be included in the Consent Agenda as long as there are no action items or controversial items needing to be discussed.

8. New Business

Mid-Florida Marketing presented two new Image and Use Studies covering Florida residents and visitors from East of the Mississippi River. The studies involved reaching out to 800 people by telephone in the late summer and early fall. The main goal is to find out their experience and their image of the destination while visiting.

Mid-Florida Marketing proposed doing an Economic Impact Study on events, since we have not done it in a few years. Cost is \$10,000. This is for Speedweeks, Biketoberfest® and Bike Week 2017. Fine noted this is already budgeted for this fiscal year.

STEVE FARLEY MADE A MOTION TO APPROVE ECONOMIC IMPACT STUDY IN 2017. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

Chair Kardos advised the board on some matters coming up:

- An RFP will be going out for Market Research annual contract. Presentations will be before the Board at the March 2017 meeting.
- An RSQ for Advertising Agency will also be going out. Presentations will be before the board at May 2017 meeting.
- The CVB is also in the process of identifying a new employee leasing agency to include payroll services and benefits.

9. Public Participation

Suzanne Heddy expressed that she loves the Patrick video, however she feels like the sand is dark and she is hopeful this will get fixed. Francesca Johnson added that Patrick won the "Chopped" TV competition and is very good at cooking, something that women will also enjoy.

THE MEETING WAS ADJOURNED AT 4:00 pm.

**Respectfully submitted,
Lisa Bordis
Executive Assistant**