

**HALIFAX AREA ADVERTISING AUTHORITY**

**Regular Meeting  
CVB Upstairs Conference Room  
Tuesday, March 15, 2016**

**SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

**Board Present:**

Mihar Patel, Kyri Drymonis, Steve Farley, Carol Platig, Jim Berkley, Michael Kardos, John Betros and John Phillips.

**Board Absent:**

Blaine Lansberry, Libby Gallant and Samir Naran.

**Guests:**

Jim Abbott, Charles Hargrove, Mike Jiloty, Rudy Webb, Bill Holden, Jay Cassens, Bob Davis, Elizabeth Gifford, Cedar Hames, John Morgan, Jennifer Labonte, and Ashwin Kamlani.

**Staff:**

Lisa Bordis, Shawn Abbatessa, Greg Price, Linda McMahon, Jennifer Sims, Lori Campbell Baker, and Trish Ruffino.

**CALL TO ORDER**

Vice Chair Mike Kardos called the meeting to order at 2:00PM.

**1. January 19, 2016 Meeting Minutes**

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

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**STEVE FARLEY MOTIONED TO APPROVE THE JANUARY 19, 2016 MINUTES AS PRESENTED. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 8-0.**

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**2. Chair Report**

***a. Resignation and General Release***

Vice Chair Kardos explained this resignation and general release is for Tom Caradonio. The effective date of this resignation is March 4, 2016.

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**STEVE FARLEY MOTIONED TO APPROVE THE RESIGNATION AND GENERAL RELEASE OF TOM CARADONIO AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8-0.**

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***b. Ratification of Interim Director***

Vice Chair Kardos explained that on February 16, 2016 Chair Blaine Lansberry appointed Trish Ruffino as interim executive director. This is up to the board to ratify this appointment of interim director which gives her the ability for discipline and looking at job descriptions with adding and releasing employees. Charles Hargrove, Volusia County Legal explained this gives Ruffino approval to have full authority to act when needed subject to the approval of the County HR Director.

Vice Chair Kardos brought up discussion compensation for her taking on these additional responsibilities. The last time there was an interim director the additional compensation was \$2,500 per month to do so. Ruffino is currently at a Finance Director salary at \$67,600. Under the same guidelines, it would equal a \$3,100 for Ruffino in her role as interim director. Hargrove

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discussed this with Personnel Director Tom Motes and looked at County Policy and it has been to have authority up to \$75,000. Hargrove added that later on the board is satisfied they could come back and ask for more. The factors were that Liz Grindell had been here a long time and there have been opinions (from county) on starting with \$75,000 and then get approval from the County for more. Coming from the county and the county manager, this would be a starting point. Hargrove suggested doing it as a start process but would include making it retroactive to the start date of February 16, 2016.

Vice Chair verifies that the cap would equal to a \$600 a month raise to cover the additional position. Some board members expressed they do not believe that is enough compensation.

Charles Hargrove suggested a two-step program instead the motion on the floor. Trish Ruffino added that she feels she can do the job and get business taken care of but the numbers that Hargrove have proposed is a deal breaker and she should be compensated fairly. Last interim director in 2014 cost HAAA \$7,200 a month.

Platig asked if full compensation is the issue. Hargrove explained and said he does not know what the number is and didn't have any comparison. Hargrove explained that the \$2,500 could be a motion subject to the county agreeing. Vice Chair Kardos asked if the decision the board makes today is not subject to the county approving because they are not county employees. Hargrove explained they are subject to the county CFO approving this decision and that the personnel decision is not really up to the board as they are appointed by the County Council. In terms of what is being proposing, it could have an out to get this addressed by the County Council meeting this coming Thursday. Bob Davis added that this addition of \$10,000 for four months is far less than what would be spent on an outside interim director. He believes the County Council will understand this move. John Betros added that this \$2,500 was spent in a previous interim and this number is more than fair. Vice Chair Kardos added that the best audit the organization has had was just completed and Ruffino will continue to do fine work moving forward.

Hargrove then wanted to say, "thank you to the board, you have done a great job through the whole year even with the issues that have popped up. This is a good decision and going forward I wanted to thank Blaine Lansberry for being in the day to day trenches working with Trish Ruffino. If they could give out Medal of Honor, I would give Trish a medal of honor for doing all the things that she has to deal with here. This is just my personal comment and is happy to be working with this board." Hargrove added that the Jim Dineen and council are thankful as well.

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**CAROL MADE A MOTION TO INCREASE \$2,500 MONTHLY SALARY FOR TRISH RUFFINO RETROACTIVE FEBRUARY 16, 2016 FOR FOUR MONTHS TO BE READDRESSSED AT THAT TIME. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.**

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### ***c. HR Policies***

Hargrove addressed the HR policies and the training coming on the 23<sup>rd</sup> dealing with issues on the day to day basis. The time keeping process at the CVB is very old and needs to be addressed. This will avoid abuse of time-keeping matters and will be a big improvement. It will avoid abuse and be able to regulate the time. Seconded, the time keeping needs to be addressed by a supervisor verses the reception. Other directives will include things involving insubordination and a 'performance improvement plan' which needs to be implemented. The HR policies and procedures are needed to

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be used in advanced and any alleged discrimination need to be addressed outside of the organization (with County of Volusia HR department directly). Also, they are going to look at some of the jobs where there is either duplicated work being done or no work being done so those can be reevaluated and brought back to the board to either eliminate the position or possibly add one. Once the rules are properly addressed then the board can stay ahead of things. Comp time has been addressed on the impact on how this will work.

Platig asked Hargrove about the employees being leased employees. Hargrove explained that the leased employees are expected to follow the policies and procedures. The rules have not been implemented here in the past and will allow for more efficient operations. Additionally, much of the policies HAAA has now are mirror to the county. Hargrove added that the policies will be HAAA managed and HAAA operated and that most of the general problems with time keeping and discipline are already in place but need be applied and enforced. Farley asked for a time frame. Hargrove said probably in the next few weeks, the all-day training is the 23<sup>rd</sup> at 9:00am addressing insubordination and conflict resolution. Lori Campbell-Baker asked about complaints, and the statement of discrimination being addressed outside. Hargrove clarified when it comes to complaints involving discrimination it should go to the county HR department first. However, day to day things still go through the chain of command in house.

John Betros asked about the 23<sup>rd</sup> meeting, Hargrove explained that it is a training session for employees but will be advertised. That way if any board members attend there will be no issues of Sunshine Law Violations.

### ***d. Mid-Florida Marketing Scope of Work***

Vice Chair Kardos explained that this gives Evelyn authority to help with the search for the new director. The compensation would be for a flat \$3,500 which is the same price as the last search that she conducted, to include up to 120 days.

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**STEVE FARLEY MADE A MOTION TO ACCEPT THIS SCOPE OF WORK WITH MID-FLORIDA MARKETING FOR \$3,500. KYRI DRYMONIS SECONDED THIS MOTION. MOTION PASSED 8 – 0.**

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Vice Chair Kardos explained there are additional fees expected this search for listings and last time the expenses were about \$2,000-\$3,000. This includes cost of listing the position and travel for potential top tier candidates, when the time comes. There is room in the budget for this already.

### ***e. Employee Handbook Edit***

Ruffino adds that Speedweeks is included in this language but is not necessary since we do not provide any man hours towards that event.

Abbatessa added that since Speedweeks do not include employee's time, it could be taken out.

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**JOHN BETROS MOTIONED TO APPROVE THE RECOMMENDED CHANGES TO THE EMPLOYEE HANDBOOK AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8-0.**

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### ***f. Advisory Committee Guidelines***

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Abbatessa explained that the Advisory guidelines do not coincide with HAAA policies. The maximum missed meetings would be decreased from 3 to 2 and with voting members from 9 to 7 minimum.

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**FARLEY MOTIONED TO APPROVE THE RECOMMENDED CHANGES TO THE ADVISORY COMMITTEE GUIDELINES AS PRESENTED. DRYMONIS SECONDED THE MOTION. MOTION PASSED 8-0.**

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***g. Telephone Service Contract***

Abbatessa explained the current phone company contract we have has been put on notice and is on a month to month right now. Abbatessa added that they summarized the options available. Windstream charge monthly is currently \$1950. Windstream's new proposal is \$1828.99 and Earthlink, with a 3 year contract and limits on long distance and using current phones. Brighthouse has no contract with new equipment and relocation fees waived with a monthly charge of \$1842.30.

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**KYRI DRYMONIS MADE A MOTION TO APPROVE THE BRIGHHOUSE PHONE/INTERNET PROPOSAL OF \$1842.30. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.**

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**3. Financials**

***a. February Financials***

Ruffino explained that the \$585,065.86 is the January collection number. The year to date income we are under budget and expect to exceed that with a great February. They are doing a great job when it comes to the budget. The cash is slightly reduced right now due to increased expenses but that is about to increase. The collections year over year are at 10.7% increase for January.

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**JIM BERKLEY MOTIONED TO APPROVE THE FINANCIALS AS PRESENTED. CAROL PLATIG SECONDED THE MOTION. MOTION PASSED 8-0.**

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***b. Overage Spend***

Ruffino explained that the overage was already pre-approved at the last meeting. The board approves the \$812,595 number but we have to get approved by the county for \$145,037.

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**KYRI DRYMONIS MADE A MOTION TO APPROVE. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.**

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**4. Market Development**

***a. Spring Turkey Run***

Jennifer Labonte with the Speedway came to present this item. This was previously budgeted and was to come before the board with their plan but has already been approved. Labonte updated the Fall 2015 show had the largest single day on Friday of the event for the last 43 years. The campaign that was used in the fall worked so well they are going to use the same campaign. This year, the event is falling on Easter Weekend but it is looking well even with that factor. Drymonis added that

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we may want to make sure we are maximizing the money we are spending on events that are doubling over to other events with Easter weekend already busy.

No vote was needed for this event because it is budgeted in each fiscal year.

***b. Wings and Waves***

This is an every other year event that anticipated to fund the same amount of \$30,000. The asked was originally at \$50,000 and then decided to lower to \$40,000 and that is what was approved at advertising committee. They are expecting to draw around 200,000 people. This is day and night and a free event. They are adding food trucks and bringing back alumni. Vice Chair Kardos asked about the \$200,000 profit showing on the application and asking for an additional \$10,000. Any profits of the show go back into ERAU to produce student projects and offset the universities costs associated to the events. John Betros asked about being overly optimistic about the sponsorship being closer to \$600,000 not \$800,000 and believe they will fall short of that estimate. This year's event is a completely different business model. Drymonis added this is very different than done in the past. The request is for \$40,000 which is more than the last funding of \$30,000 but will fall into the 2016/17 budget.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE \$40,000 (ADDITIONAL \$10,000 FROM BUDGET) FUNDING REQUEST FROM WINGS AND WAVES. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 8-0.**

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***c. Daytona All-Inclusive***

Abbatessa explained that last meeting board requested that they go out and talk to attractions and restaurants and they have done this. Ashwin from Regatta explained they are trying to create an all-inclusive package for the destination. This will give the visitor access to hotels, attractions and restaurants for one price before they come. Ashwin met with several restaurants and attractions and got feedback which was positive. The project would have a low impact on the operations day to day and they would not cost them any money.

Last meeting two packages were given as options for this. \$117,406 is budgeted and \$120,000 is the package being proposed. This technology will take about six months to build. Ashwin explained the \$120,000 is being proposed to be paid by the CVB. If this is sold to other destinations will there be any royalties involved. Ashwin explained that the CVB would not own the technology but would get royalties in the future.

Drymonis asked Charles Hargrove if the CVB can use HAAA funds for this development. Hargrove explained there are a lot of unknowns here and the revenue part of it is unknown. Hargrove discouraged doing this until there is more information. Board members added that originally this deal was going to be developed without any costs to the CVB until marketing was involved. Drymonis added that if they are going to put money into it they would need to see the product after its completion verses funding it prior to its completion. Drymonis added that our authority doesn't

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have the ability to use funding dollars for this project and other board members expressed their concerns as to if the board can spend the money this way or not. Ashwin is to figure out if they are going to build this out and come back with a model example of how it would work.

## **5. Paradise Monthly Update**

Elizabeth explained that they have come up with a few recommendations on how to spend the \$240,000. Broadcast TV- Visit Florida Co-op with DBIA, Broadcast TV Visit Florida Co-op, Cable TV enhanced cable presence, cookie-less digital ad network, Visit Florida.com retargeting co-op and production. This plan was approved by advertising committee.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE \$240,000. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 8-0.**

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## **6. Partner Reports**

### ***a) Daytona Beach International Airport***

Jay Cassens from the Daytona Beach International Airport came to update the board with positive news. They were up 10% in January with the start of JetBlue, even with 17 flights cancelled. February they are up 18%. Delta's traffic was increased and there were 7,000 additional passengers. This equals about 2.5 million impact to the community. Thank you to everyone who supported the JetBlue effort as it is a community effort and the support was extremely important. JetBlue is happy with bookings and with March and April projections.

John Phillips added that the airline the airport is trying to get to come to DB and we should work on DC marketing when the time comes.

## **7. Group Sales Update**

Linda McMahon updated quickly with numbers as they near the end of the second quarter. Last year they were at 66 and at 97 this fiscal. They are pacing for a great fiscal this year.

## **8. PR Update**

Lori Campbell Baker updated that there are two FAMs going on right now, one of which is JetBlue coming in today and doing a county wide tour. May 4th will be the tourism week breakfast at ERAU with all authorities participating.

## **9. Committee Updates**

Ad Committee- Everything that was reviewed was presented today. Golf Daytona Beach program was put together by Paradise for marketing Golf Daytona which is included in the overage that was approved.

ACHT- Platig advised the Culture Map is at the printer for 80,000 copies and will be available next week.

Biketoberfest- did not meet.

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HR Committee- Did not meet but will meet April 12th at 11:00am. Will discuss DMAI accreditation, time keeping, ongoing staff development meetings keeping staff refreshed.

M&C- Busy month began marketing Shriners 2018.

Sports- Focus is on new sporting programs utilizing the facilities in the community.

T&T- Staying in front of Orlando receptive market. About 24 meetings this month and conducted a site visit. Virgin Holidays has also added us into their product.

### **10. Old Business**

None.

### **11. New Business**

Drymonis expressed that Disney is building a new cheerleading facility in Orlando and hope they do not try to take the NCA group from us. Linda McMahon advised they are in front of this and will be keeping an eye out on that. She did add they do love us and our team is all hands on deck with them. It is always a concern but they have listed a housing bureau which could potentially open the door for some other opportunities and their contract is for another few years.

### **12. Public Participation**

Bob Davis invited board to the HLA meeting tomorrow and bringing in organizations to complement JetBlue. Bob Davis, thanked staff and Charles for dealing with all of the things going on the past month. Also, he and HLA Association thanked Tom Caradonio for his efforts in bringing our OCC and ADR to a new standard. Davis also thanked the board for their character and their integrity and not lashing out at anyone even though you guys were left out of the loop. "It wasn't easy, but the board pulled through." Board members expressed they did not know what was going on and would have handled differently had they known.

**THE MEETING WAS ADJOURNED AT 4:46 pm.**

**Respectfully submitted,**

**Lisa Bordis  
Executive Assistant**