

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, June 18, 2014

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Present:

Steve Farley, Kyri Drymonis, Sharon Mock, Blaine Lansberry, Jason Reader, Libby Gallant, Samir Naran, Pravin Patel, and Michael Kardos.

Board Absent: Chris Bowler and Dan Francati

Guests: Jeffrey Cassady, Rudy Webb, Glenn Bowman, Sarah Toftgard, Larry Tolpin, Cedar Hames, Kay Galloway, Bob Davis, Charles Hargrove, Mike Jiloty, Paul Slaven, Evelyn Fine, Jack Wert, Carl Brigandi, Scott Brandon, Andy Kovan, Barry Sanders, Shelly Green, Dan Ward, Stewart Hill, Tim Roxbury, Larry Meador, and Chris LeBlanc.

Staff:

Tom Caradonio, Liz Grindell, Lisa Bordis, Sharon Bernhard, Shawn Abbatessa, Tonya West, Greg Price, and Jennifer Kies.

CALL TO ORDER

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

Chair Lansberry welcomed Sharon Mock back to the HAAA board, as she was appointed by the County Council last week.

1. Ad Agency Presentations

Three ad agencies were selected to present in front of HAAA. Each ad agency was given 20 minutes of presentation time and then time for questions from the HAAA board.

- Paradise Advertising began at 1:03pm and finished at 1:22pm.
- The Brandon Agency began at 1:35pm and finished at 1:54pm.
- EVOK Advertising began at 2:09pm and finished at 2:29pm.

After all the presentations were complete, ballots were passed to the 9 present HAAA board members. They were instructed to write numbers 1-3, with number 1 being their top choice. Ballots were collected and Evelyn Fine with Mid-Florida Marketing and Research tallied them. Chair Lansberry explained there was a tie between Paradise Advertising and The Brandon Agency. All 9 board members were then given a blank form and instructed to rank Paradise Advertising and The Brandon Agency number 1 and 2, number 1 being their top choice. After the second ballots, Paradise Advertising was the top choice.

SHARON MOCK MOTIONED TO MOVE FORWARD WITH NEGOTIATIONS WITH PARADISE FOR A CONTRACT WITH THE UNDERSTANDING THAT IF THAT SHOULD FAIL, THEY WOULD MOVE FORWARD WITH THE BRANDON AGENCY. STEVE FARLEY SECONDED. MOTION PASSED 9 TO 0.

2. Minutes

Chair Lansberry asked for a motion to approve the minutes on the agenda from May 7, 2014 and May 21, 2014 meetings.

KYRI DRYMONIS MOTIONED TO APPROVE THE MAY 7, 2014 AND MAY 21, 2014 MEETING MINUTES. STEVE FARLEY SECONDED. MOTION PASSED 9 TO 0.

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3. Executive Director Report

- Tom Caradonio updated on the FADMO that was just in town. The summit was really successful and a lot of really good ideas presented.
- Really close to decision on new Director of Public Relations.
- Mobile website is now live.
- Caradonio and Liz Grindell came up with a spending policy for employee's meals while working out of town. These will go along with new reimbursement forms that are now being used.
- Credit cards are something that Grindell and Caradonio are still working on. They are looking at having one purchasing credit card and only employees who travel will have cards, but with lower limits. Kardos suggest getting the other two agencies involved in this. The bank could give us more consideration with the amount being sent.
- Caradonio is also meeting with the banker to find out how to make more money on the money sitting in the bank. They want a better return than what they are getting now.

4. Agreement for Assignment of Trademark for Biketoberfest®

Lansberry opened up the floor to Charles Hargrove; Volusia County Attorney, to explain what is needed here. This is part of the fallout from the CVB. There are no other trademarks that he is aware of. In order for the county to go forward with HAAA doing business as HAAA they have to do an Assignment of Trademark. Ultimately, we will need to do a fictitious name filing and basically have it filed on behalf of HAAA. Hopefully by the end of the year they should be able to file dissolution.

KYRI DRYMONIS MADE A MOTION TO APPROVE THE AGREEMENT FOR ASSIGNMENT OF TRADEMARK FOR BIKTOBERFEST®. STEVE FARLEY SECONDED. MOTION PASSED 9 TO 0.

5. Financials

Liz Grindell explained the new format in which she is presenting the financials. Grindell also presented what the County gave as an amount for this coming year, \$6,478,638. They are showing a 9.88% increase over the amount in 2013. There has been talk to possibly ask for a 15% increase from the county. The difference in what the county has proposed would give an additional \$301,961 for the budget for next year. This is based on STR reports where we are showing anywhere from 13-15% which shows it is not unjustified. The general consensus from the board is they like this idea and want to move forward with it.

JASON READER MADE A MOTION TO ASK THE COUNTY OF VOLUSIA FOR A 15% INCREASE. MIKE KARDOS SECONDED. MOTION PASSED 9 TO 0.

Samir Naran pointed out some errors in a few of the equations throughout the financials. This is due to the new format Grindell prepared for HAAA is all manual entry and subject to errors. Soon, it will all become automatic and won't be subject to those errors. Jason Reader pointed out some suggestions on how to lay out things to make them easier to read.

JASON READER MOTIONED TO APPROVE THE FINANCIALS WITH THE ADDITION CORRECTIONS THAT WERE POINTED OUT. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9 TO 0.

6. ADR/OCC Report

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Evelyn Fine presented her monthly report. In Daytona Beach for April, it was flat in Occupancy. The ADR went up 1.5% and RevPar went up almost 2%. There may be some errors in the reports they have gotten and they are trying to figure this out now. However, they are confident in the information they are collecting from the hotels.

7. Yearly Staff Reviews

Caradonio thanks Sharon Mock for her help with this. He sat down with department heads and went over the reviews they did of their staff. Then, he and Mock went over the Senior Staff and gave them reviews. The recommendation based on the reviews is a 3% increase. This still is below 20% for employment and benefits which is very low. He explained they all deserve it and all did extra work while there was no Executive Director. "You have very good and dedicated staff," said Caradonio.

Naran asked how these were performed. "There are forms that are used, one that department head uses and then there is a form the Executive Director used. They ran in which everyone came up high," said Caradonio. Naran suggested in the future to also providing the performance reviews. Chair Lansberry explained in the past, the CVB board handled this, so this is a first time this came in front of HAAA. It has been suggested they form a committee to review this and then send a recommendation to the HAAA board. This will give an extra set of eyes on these as well. Caradonio explained the maximum they were allowed to get was 3, even if you had a 5; you could only give a 3. Caradonio explained this is only done once a year as they are all being done at one time. Reader said, "We might base line budget 3% increase but there are people who get 4% and 5% increases. I don't think for motivational purposes that all getting the same is good. There has to be some people on the team who have done more than others and that could even be demotivating for the staff working extra hard."

Mock explained they changed the policy to do annual review every July which she thought they did for budgeting purposes. She liked anniversary reviews better than annual. Lansberry suggested it be good ideas to have a small committee meet twice a year to look over things like this. She plans to discuss with Caradonio to help with issues like this. They will discuss this over the next month and hopefully have some suggestions next month.

Gallant asked if they just gave the sales department increase. Caradonio said that was because the incentive program was eliminated. The increase was to make up for that. There is no bonus program with sales right now. Caradonio would prefer them to be on some kind of incentive plan.

STEVE FARLEY MADE A MOTION TO APPROVE THE RECOMMENDED STAFF INCREASES. JASON READER SECONDED. MOTION PASSED 8 TO 0(Drymonis left). This increase is for all current salaried employees aside from two, both recent hires, the Executive Director and a Sales Manager. This increase also includes all part-time employees with the exception of two, see salary change form. (There is a list of names included in this motion attached to these minutes.)

THE MEETING WAS ADJOURNED AT 3:44pm.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**