

# **HALIFAX AREA ADVERTISING AUTHORITY**

**Budget Workshop  
CVB Upstairs Conference Room  
Thursday, July 24, 2014**

## **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Present:**

Sharon Mock, Blaine Lansberry, Libby Gallant, Samir Naran, Pravin Patel, Dan Francati and Michael Kardos.

### **Board Absent:**

Steve Farley, Kyri Drymonis, and Jason Reader

### **Guests:**

Bob Davis and Carl Bergandi.

### **Staff:**

Tom Caradonio, Liz Grindell, Lisa Bordis, Shawn Abbatesa, Linda McMahon, and Lori Campbell Baker.

## **CALL TO ORDER**

Chair Blaine Lansberry called the workshop to order at 3:00PM.

### **1. Budget**

Chair Lansberry explained this budget has to be present to County Council next week. The goal is to give Tom Caradonio the go ahead on the direction they are to take. There is no voting, because this is a workshop. Caradonio explained where they are at and what they expect this year.

### **The following things were requested/changed/recommendations:**

- A payroll chart showing the expenses for the entire line item.
- Volunteer board member insurance coverage cost and guidelines.
- Increase Biketoberfest® and Bike Week's budget to \$90,000 each.

### **Digital Marketing recommendations:**

- Simpleview Breakdown-Remove annual SEO/Reporting @ \$24,000 and add to Google PPC-Simpleview for a total of \$307,300
  - Simpleview Breakdown-Correct Simpleview Summit Registration to 4 people/\$2,400
  - Simpleview Breakdown-Move the following to Group Sales Budget: DMAI's Event Impact Calculator, Outlook Integration, Bid Book & Collateral, event/RSVP Module
- New Simpleview Breakdown total-\$42,258

**THE WORKSHOP WAS ADJOURNED AT 5:01pm.**

**Respectfully submitted,**

**Lisa Bordis  
Executive Assistant**