

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

CVB Upstairs Conference Room

Wednesday, April 23, 2014

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering

Board Present:

Steve Farley, Kyri Drymonis, Libby Gallant, Samir Naran, Pravin Patel, Michael Kardos, Jason Reader and Chris Bowler.

Board Absent:

Dan Francati and Blaine Lansberry.

Guests:

Jeffrey Cassady, Susan Zeigler, Gary LaPage, Chris Bare, Janet Ray, John Ludwig, Evelyn Fine, Dan Ward, Dino Paspalakis, Paul Slaven, Charles Hargrove, and Bob Davis.

Staff:

Lisa Bordis, Sharon Mock, Shawn Abbatesa, Greg Price, Linda McMahon, Liz Grindell, and Tonya West.

CALL TO ORDER

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

1. Approval of Minutes

Vice Chair Kardos asked for a motion to approve the minutes from the special HAAA Meeting on April 11, 2014 as presented. There were not corrections or clarifications noted.

LIBBY GALLANT MADE A MOTION TO APPROVE THE MINUTES FROM THE APRIL 11, 2014 MEETING AS PRESENTED. STEVE FARLEY PROVIDED THE SECOND. THE MOTION PASSED 7 TO 0.

2. Consent Agenda

a) Payroll Adjustment

CHRIS BOWLER MADE A MOTION TO APPROVE CONSENT AGENDA ITEM A, PAYROLL ADJUSTMENT INCREASING THE SALARY OF JENNIFER KANIARIS, TARA HAMBURGER, LYNN MILES, LINDA MCMAHON, AND GWEN HALL. STEVE FARLEY SECONDED. MOTION PASSED 7 TO 0.

b) Committee Appointments 2014-15

STEVE FARLEY MADE A MOTION TO APPROVE CONSENT AGENDA ITEM B, COMMITTEE APPOINTMENTS 2014-15. CHRIS BOWLER SECONDED. MOTION PASSED 7 TO 0.

Jason Reader arrived late and joined the meeting.

3. Executive Director Search Committee Update

Evelyn Fine gave an update on the Executive Director Search process. Fine worked with Bo Brewer to do the personality testing. She explained that Tom Caradonio was rated at the top by 7 members of the authority. The recommendation from the Psychological Profile Consultant and Psychologist is Tom Caradonio. Fine also explained that 100% of Caradonio's references were positive. All of his previous board members, community leaders and industry leaders would welcome him back to his previous position.

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Based on these findings, Gallant then made the following motion.

GALLANT MOTIONED TO START NEGOTIATIONS WITH TOM CARADONIO. STEVE FARLEY SECONDED. MOTION PASSED 8 TO 0.

Discussion followed relative to the hiring process. It was noted that the board will need to approve the details of the final offer.

4. Financials

Liz Grindell presented the March financials. Grindell explained that she spoke with Andrew Leech at Gateway Bank about the interest being earned on the money in the bank. He is working on other options and will be getting back to Grindell with the details. Chris Bowler found one minor correction in the comparison data on the financial statement. Grindell advised she would make the correction now.

Sharon Mock briefly let the board know that she had spoken with the McGladrey team about the special audit and they are completing the finishing touches on it. The goal is to present at the May meeting. The McGladrey team advised that there was no fraud or dishonesty noted in the findings.

CHRIS BOWLER MADE A MOTION TO APPROVE THE MARCH FINANCIALS. LIBBY GALLANT SECONDED. MOTION PASSED 8 TO 0.

5. ADR/OCC REPORT

Evelyn Fine went over the ADR and OCC report. She noted that there was a very healthy increase in February.

6. Curley and Pynn Update

Dan Ward with Curley and Pynn brought the board up to date on their work over the past month. "There have been quite a few stories about Daytona Beach this past month and there was a great story posted on Fox.com which featured an interview with Gentry Baumline-Robinson about Daytona Beach," said Ward.

7. Market Development

a) Friends of the Bandshell

Shawn Abbatessa explained that Friends of the Bandshell is back on the agenda because with the funding of \$15,000 that was approved last month, there were stipulations as to the physical plan. There was no ad committee meeting this month, and he only received one response from an email asking their input. Abbatessa explained the changes made and why.

JASON READER MADE A MOTION TO APPROVE THE FRIENDS OF THE BANDSHELL PROMO PLAN. CHRIS BOWLER SECONDED. MOTION PASSED 8 TO 0.

b) Ad Authorities Collaboration Program

Abbatessa explained, with the status of the collaboration with the other two ad authorities. He noted that he and Sharon Mock actually gave an update on this to County Council on the 17th. Abbatessa explained they have already completed the Toronto Star program and are now asking Mid-Florida to do a conversion study to see how successful it was. They are also proposing doing an ad in Florida Trend, and a print fall newsletter and companion e-newsletter. They also plan to collaborate on the productions of Biketoberfest pocket guides in cooperation with the News-Journal.

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Abbatessa said that he is asking for approval of \$38,858.68 which is HAAA's share of this collaboration proposed. "The total annual budget is \$160,000 for all three authorities. HAAA budgeted \$100,000 as their portion of this fund. There will still be some money available for additional options in the coming months," said Mock.

STEVE FARLEY MADE A MOTION TO APPROVE \$38,858.68 FOR THE AD AUTHORITY COLLABORATION PROGRAM. SAMIR NARAN SECONDED. MOTION PASSED 8 TO 0.

c) Marketing Plan Outline

Mock explained the background on the marketing plan outline which came at a request from the County Council that all three authorities present their budget and marketing plan outline in the same format. Mock met with the other two authorities and they developed something that they are all happy with and can use with each of their respective budgets. This was presented to the County Council last week and approved.

d) Ad Agency RSQ

Abbatessa reported they have received ten RSQs responses and are now ready to start reviewing them. Mock asks if there are any board members who would like to be part of a committee to review them. Mike Kardos, Chris Bowler, and Kyri Drymonis all volunteered to be part of the committee to review the RSQ submissions. Mock noted that members of the Advertising Committee would also be invited to participate.

8. Push monthly update.

Push gave an update on the media plan. Susan Zeigler from Push went over the approvals needed by HAAA. The amount to be approved in the meeting was \$520,441. This amount is basically the remainder of this year's fiscal budget. Discussion followed relative to the timing of some of the advertising.

STEVE FARLEY MADE A MOTION TO APPROVE THE PUSH MEDIA BUYS TOTALING \$520,441. JASON READER SECONDED. MOTION PASSED 8 TO 0.

Another item Push brought for approval was the Biketoberfest media schedule. This is the advertising that is placed strictly for Biketoberfest. Some members suggested possibly spending more money for this event because they feel the return is high. Reader thinks there is more "bang for your buck" when it comes to advertising to this type of visitor. Kardos noted that this is the type of thing that should be discussed in a strategic planning session.

LIBBY GALLANT MADE A MOTION TO APPROVE THE PUSH BIKETOBERFEST MEDIA SCHEDULE. CHRIS BOWLER SECONDED. MOTION PASSED 8 TO 0.

9. Legal Updates

Charles Hargrove with Volusia County Legal explained that he had several things the board needed to review and take action on:

a) Biketoberfest Assignment of Rights

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Hargrove explained they are now completing the transition of CVB to HAAA. He wanted to make sure that the HAAA board sees and approves this type of action prior to making this step. This transfer of rights to the Biketoberfest trademark completes part of the formal dissolution of the CVB.

CHRIS BOWLER MADE A MOTION TO APPROVE THE BIKETOBERFEST ASSIGNMENT OF RIGHTS. JASON READER SECONDED. MOTION APPROVED 8 TO 0.

b) Sharon Mock- Contract Extension

Hargrove explained this is an amendment of Mock's original contract for an additional 90 days. This is to allow the transition and help with any issues that may come up. The contract has a clause which allows for either party to cancel, therefore, Mock will be able to conclude her work prior to the end date, if she is not needed.

STEVE FARLEY MADE A MOTION TO APPROVE THE EXTENSION OF MOCK'S CONTRACT FOR 90 DAYS. LIBBY GALLANT SECONDED. MOTION PASSED 8 TO 0.

THE MEETING WAS ADJOURNED AT 3:18PM.

Respectfully submitted,

**Lisa Bordis
Executive Assistant**