

# **HALIFAX AREA ADVERTISING AUTHORITY**

**Regular Meeting  
CVB Upstairs Conference Room  
Wednesday, August 20, 2014**

## **SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

### **Board Present:**

Steve Farley, Kyri Drymonis, Blaine Lansberry, Jason Reader, Libby Gallant, Samir Naran, Pravin Patel, Carol Platig, Dan Francati and Michael Kardos.

### **Board Absent:**

Sharon Mock

### **Guests:**

Larry Tolpin, Cedar Hames, Brenda DeTrevkle, Charles Hargrove, Susan Zeigler, Jeffrey Cassady, Jennifer Labonte, Barbara Kelly, Carl Bargandi, Evelyn Fine, and Bob Davis.

### **Staff:**

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

## **CALL TO ORDER**

Chair Blaine Lansberry called the meeting to order at 2:00PM.

### **1. July 16, 2014 Board Meeting Minutes**

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

**MIKE KARDOS MADE A MOTION TO APPROVE THE JULY 16, 2014 MINUTES. DAN FRANCATI SECONDED THE MOTION. MOTION PASSED 8 TO 0.**

**DAN FRANCATI MOTIONED TO APPROVE THE JULY 24, 2014 MINUTES AS PRESENTED. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 8 TO 0.**

### **2. Executive Director Report**

- Caradonio had meetings throughout the month.
- There was a successful FAM trip.
- Longtime Director of Finance, Liz Grindell has put in her resignation.
- Paradise contract sent to board and ready to go to County Legal.
- Possible print ad that came up discussed.

### **Budget**

Tom Caradonio explained the recommended changes from the budget workshop and has sent this budget over to the county for the County Council meeting on Thursday. There was some discussion about the use of billboards however, Chair Lansberry explained they will have time to discuss how to use the advertising dollars later.

**STEVE FARLEY MADE A MOTION TO APPROVE THE 2014-2015 BUDGET AS PRESENTED. MIKE KARDOS SECONDED. MOTION PASSED 10 TO 0.**

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**STEVE FARLEY MADE A MOTION TO APPROVE THE 2014-2015 MARKETING PLAN AS PRESENTED. LIBBY GALLANT SECONDED THE MOTION. MOTION PASSED 10 TO 0.**

### **3. Financials**

Liz Grindell presented the financials. It was discovered the reports from the county were not complete. Lisa Bordis addressed she would get with the county and get the complete reports and then send them out to the board. There is some money which was brought over from the Convention and Visitors Bureau which was originally the reserves. Otherwise, the budget is as presented and they are going to start getting the year end finalized.

**STEVE FARLEY MADE A MOTION TO APPROVE THE FINANCIALS AS PRESENTED. JASON READER SECONDED. MOTION PASSED 10 TO 0.**

### **4. ADR/OCC Report**

Evelyn Fine explained for the second month in a row there were double digit increases. ADR increased by nearly 8% and occupancy rose over 5% and REVPAR was up 13%. These are defiantly leisure travelers and not the long term people who are staying for the construction. The larger properties seem to be doing better as well. There continues to be good participation with the hotels throughout the county.

### **5. Partner Reports**

#### **Ocean Center**

Don Poor came to update on the Ocean Center. Poor updated on some of the groups they have been working with and some they are working on getting. They are pretty with where they are at right now. There are a few new groups coming this year as well. The Ocean Center also hosted events for a FAM trip which is associated to the Connect group going on in Orlando. The Ocean Center also attended ASAE with the CVB and it was successful.

#### **Daytona Beach International Airport**

Steve Cooke updated on the Airport. There were 627,000 total passengers and this number has only been hit twice in the last 15 years. They think by the end of the year they will be at 640,000. There is a trip plan up to Jet Blue which Jason Reader is going to attend as well. With their management shuffle, they are trying to reconnect and give their proposals. This is a positive year and numbers are respectable. You can get a good deal at DBIA and Cooke believes that is motivating people to use it. Delta's load factor went up 5% even though they did not increase their amount of seats.

### **6. Event Funding Request**

#### **Daytona Turkey Run**

Jennifer Labonte and Barbara Kelly came to request \$20,000 for the Daytona Turkey Run. This has gone before the Advertising Committee and they unanimously approved the funding to be brought to the HAAA board. Shawn Abbatessa gave the board the breakdown of funding throughout the year and where they are at now.

Labonte is the Director of Public Relations for Daytona Beach Car Shows which produces the Daytona Turkey Run. This is the 41<sup>st</sup> anniversary which is the largest classic car show. Last year there were over 137,000 people. This event is always held over Thanksgiving weekend.

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There was discussion about where the promotional dollars are going to go. Also, Francati requested for them to bring back the results of visitors which come to this event when they come back for their request for the Spring Car Show. Labonte and Kelly both agreed to do so.

**DAN FRANCATI MADE A MOTION TO APPROVE THE \$20,000 FUNDING FOR THE DAYTONA TURKEY RUN. JASON REASON SECONDED. MOTION PASSED 10 TO 0.**

## **7. Public Relations Update**

Lori Campbell Baker updated she is working with Curley and Pynn to fulfill their contract. They are working on a travel writer trip which will include the other two advertising authorities in October. Tonya West and Baker have been looking into using Visit Florida for many things and getting more in-depth with what they offer and how to qualify.

## **8. Push Update**

Susan Zeigler explained they are wrapping up invoices and doing some final tracking before their contract expires.

## **9. Committee Updates**

Chair Lansberry gave the committee chairs time to update the board on anything that happened over the past month.

### **Advertising Committee**

Mike Kardos updated on the Advertising committee. They met and gave the recommendation for Daytona Turkey Run. Push provided their media updates as well. Tom Caradonio gave update on progress with Paradise Contract. Abbatessa added they signed on with a new Wine Company for Biketoberfest®.

### **ACHT Committee**

Dan Francati explained they showed the videos they are working on. Initially they were not favored. After going back and forth for 45 minutes, it was decided for Campbell Baker and Caradonio to sit down with the creators of these and get some direction for these that everyone will be happy with.

### **Biketoberfest® Committee**

Kryi Drymonis explained this committee only meets twice a year, so there will not be many monthly updates. The Biketoberfest® Master Plan was approved last month by the City of Daytona Beach.

### **Tour and Travel Committee**

Libby Gallant explained they have not met however they do have a AAA mission they are planning for and only two hotels have signed up for it. Chair Lansberry requested they send out a second notice.

**THE MEETING WAS ADJOURNED AT 3:21 pm.**

**Respectfully submitted,**

**Lisa Bordis  
Executive Assistant**