



VSC Executive Committee Meeting Minutes

January 2, 2023, at 4:00 p.m. via Zoom

Attendees: Lorrie Liang (LL), Richard Russell (RR), John LaCivita (JL), Nick Mavrikas (NM)

From VSC: Erin Duggan (ED)

Meeting called to order at 4:01PM

LL shared that she will no longer be President at SMH effective 3/1/24. Exec. Comm. discussed having her remain on board due to the expertise she brings is welcome.

1. Review Agenda / Run of Show from Clarity of Place for Destination Strategic Planning at January 11th Board Meeting/Retreat
 - a. Discussion is to back everything up 5 to 10 minutes to accommodate board business. That will be added to the board agenda.

8:30 – 8:45 AM	Introductions & Expectations Lorrie, Erin, David, & Joseph	Introduction of participants Set expectations for the planning discussion
8:45 – 9:15	Review & Context Erin, David, & Joseph	Review current mission & vision Review key strategies & results from 2018 Plan Gather Board perspectives on current strengths, weaknesses, opportunities, and threats Develop new opportunity list
9:15 – 9:30	Questions & Insights Joseph & Participants	Discuss the new opportunities list
9:30 – 10:00	Perspectives David & Participants	Present the results from the Board survey Make any notes changes to the opportunity list
10:00 – 10:15	Priorities Participants	Using Post-it notes, the participants will prioritize the identified Opportunities to select their top 3
10:15 – 10:45	Discussing Opportunities Joseph, David, & Participants	The participants discuss the opportunities selected and why they emerged as important
10:45 – 11:00	Discussing Next Steps Erin, David, & Joseph	Review the remainder of the planning process, research review, and community engagement

2. Update on Audit
ED updated that the process had started with the first meeting of Audit Committee scheduled for Jan 8, 2024 at 10am via Zoom.

3. Reminders:
 - a. January Board Retreat – January 11, 2024, 8:30AM – 11AM at the Resort at Longboat Key Club
 - b. February Executive Meeting – ED will present Salary Information / drivers for pay performance.
 - i. Discussion: ED to bring forward information that will include min/mid and max for positions and include descriptions for each such as length of tenure.
 - ii. Keeping the spirit of internal equity will also be important when looking to bring on new hires.
 - c. February Board Meeting – Sunshine Law Review Reminders/Presentation from Morgan Bentley

4. LL asked if anyone had anything else to share – ED shared that she had been in discussions with Olympic Medal Winner and UF swimmer Emma Weyant on a possible NIL agreement to promote swimming/training/competing in Sarasota County along with her being from Sarasota County and competing on a International Stage. ED further noted we get requests like this often, as we've also been in discussions with a high-level BMX competitor. VSC staff is working on creating a policy and criteria to decide when and how VSC gets involved with these opportunities in the future to create a consistent and fair policy. VSC will bring this forward to board when completed for review.

Meeting adjourned at 4:25PM.