



## **Board of Directors Meeting**

April 11<sup>th</sup> at 8:30 a.m.

### MINUTES

#### **BOARD MEMBERS PRESENT:**

John LaCivita, Tim Self, Nick Mavrikas, Ann Frescura, Mark Gordon, Rick Konsavage, Mike Quillen, Susie Bowie, Comm. Ron Cutsinger, Mrs. Allison Cutsinger (guest of Comm. Cutsinger) **Absent:** Wes Santos, Kara Morgan, Richard Russell

#### **STAFF PRESENT:**

Erin Duggan, Kelly Defebo, Andrea Hunt, Pete Harvey, Suzanne Hackman, Camille Seabrook

Board Meeting called to order at 8:30 a.m. by John LaCivita, Secretary/Treasurer.

#### **VSC Moment**

Kelly Defebo, CMP VP of Marketing and Communications presented an update on the February 2024 Frosty to FlipFlops Campaign and Outdoor & Nature Satellite Media Tour (SMT)

#### **Consent Agenda (action)**

John LaCivita called for a motion to approve the Consent Agenda. Commissioner Cutsinger moved to approve the motion. Mark Gordon seconded the motion. All agreed; the motion passed.

#### **Approval of NTTW Voice of Sarasota Award Winner**

Erin recommended that the Board name Jennifer Rominiecki as the 2024 winner of the Voice of Sarasota.

John LaCivita called for a motion to approve the NTTW Voice of Sarasota Award Winner. Susie Bowie moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

#### **Approval of FL Museum of Black History Support Letter**

Erin discussed the background of the Florida Museum of Black History site bid. Advising the Board that the groundwork for the project is being handled by Vickie Oldham, and that VSC is looking forward to the opportunity to promote the museum as an 'attractor' to Sarasota County.

John LaCivita called for a motion to approve the FL Museum Black History Support Letter. Susie Bowie moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

#### **FY24 Quarter 1 Summary Outcomes Presentation**

Kelly Defebo and Pete Harvey, Director of Sports & Marketing presented the Q1 Outcomes. Members discussed upcoming opportunities to increase Board involvement at events. Mark Gordon expressed interest in increasing the Trolley Tours. Rick Konsavage expressed concern about the upcoming Hurricane Season, asking if VSC has an Action Plan in the works. Mike Quillen mentioned that hotels feel the negative effects of hurricanes across the state regardless of where they land. Erin noted that Suzanne Hackman would be working on increased communications to travelers during Florida weather emergencies. John LaCivita suggested that VSC create a pre-recorded video blast to send during seasonal weather days. Kelly Defebo discussed promoting Toolkits for insurance purposes.

### **Financials for January and February (action)**

Director of Finance, Andrea Hunt reviewed the January and February financial statements. Andrea focused on February:

- Net income \$30,000 MTD, YTD revenue \$65,931
- February increases due to positive partner dues revenue
- Miles Media sales collections and VG revenue doing well
- Employee costs under budget, but DOS position has been filled with the hiring of Suzanne Hackman
- AR collections are doing well
- CDs performing well
- Met with County
- Currently working on FY25 County Budget. Finance will meet on April 23<sup>rd</sup> to review and approve

John LaCivita called for a motion to approve the January and February Financials. Tim Self moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

### **President/CEO Report**

The Board did not meet in March. Erin Duggan reviewed the January and February Staff Reports, Partner Dashboards (Jan and Feb), and Miles Sales Report (Jan and Feb). Erin reminded Board members about following Sunshine Laws at upcoming COBA meetings. It was reiterated that VSC has 2 budgets- County and Private Funding. The Board was advised that they will be getting a link to the 2024 NTTW celebration on May 14<sup>th</sup>.

### **Approval of January New Partners**

John LaCivita called for a motion to approve the January New Partners. Mark Gordon moved to approve the motion. Rick Konsavage seconded the motion. All agreed; the motion passed.

John LaCivita adjourned the Board Meeting at 9:21.