



Board of Directors Meeting

May 9, 2024, at 8:30 a.m.

MINUTES

BOARD MEMBERS PRESENT:

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

STAFF PRESENT:

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

Board Meeting called to order at 8:30 a.m. by Chair Richard Russell

VSC Moment

Kelly Defebo, CMP VP of Marketing and Communications, gave an update on Florida's Cultural Coast High Funnel Campaign

Consent Agenda

Richard Russell called for a motion to approve the Consent Agenda. Mike Quillen moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

FY24 Quarter 2 Summary Outcomes Presentation

Visit Sarasota County Staff presented the FY24 Q2 Outcomes. Wes Santos asked about the opportunity to have VSC place pop up information Booths in hotels during large group visits. ED discussed a recent group visit at the Westin Hotel, and the success of having VSC Staff on site promoting local activities. Susie Bowie, Ann Frescura and Mark Gordon complimented the new VSC branded jump at Fox Lea Farms.

Financials

Director of Finance, Andrea Hunt reviewed the November and December financial statements. Andrea added the notes below:

- Net income MTD \$31,500, over budget by \$6,000. Net income YTD \$97,000
- Partner revenue up \$36/37k
- Employee related costs down \$110,000, hired DOS Suzanne Hackman end of March. Looking at more positions.
- City reimbursement going well.
- Reviewing budget to prepare for 2nd half of the year
- Funds can be shifted within Promo Budget to account for changes.
- FY25 Budget will be presented next. This is the County portion
- Next 6 months will be busy

Richard Russell called for a motion to approve the March Financials. Rick Konsavage moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

VSC FY25 Budget

Visit Sarasota County Staff presented the FY25 Budget. ED reminded the Directors that DMO's purchases media in the desired markets and does not give money directly to a specific entity. ED will have representatives from SRQ Airport present at the June Board meeting.

Richard Russell called for a motion to approve the FY25 Budget. Tim Self moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

President & CEO Report

Erin Duggan reviewed the March Staff Reports, March Partner Dashboards, and March Miles Sales Reports. Discussion was had about the VSC and SRQ Airport partnership. The Board was advised to check their emails for the link to the 2024 NTTW celebration on May 14th.

Approval of New Partners- December

Richard Russell called for a motion to approve the March New Partners. Mark Gordon moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

Chair Richard Russell adjourned the Board Meeting at 9:45 a.m.