



Executive Committee Meeting

September 3rd, 2024 at 4:00 p.m. via Zoom

[Executive Committee Meeting Agenda](#)

Minutes

1. Chair Richard Russell calls meeting to order at 4:01PM. In attendance: RR, NM, TS, JL and ED
2. Discussion: 2024 Board Survey- results attached. Exec Committee went through each question/answer. It was discussed that we need to get better participation as only 8 board members completed the survey. It was discussed to make it required, and possibly not anonymous next year. Exec Committee will make a note to discuss this next year at the beginning of the summer before the survey goes out. Two notes from survey were there were some unsure about: VSC Insurance and Risk Reduction, so VSC will ensure those items are included on the October Board Agenda for all to review together.
3. Update on Partnership Taskforce: Update from Hunter Carpenter was shared with Executive Committee. It was noted that Tim Self from the Exec. Comm served on this taskforce. It was noted that we would discuss this as a Board at the September board meeting and that Hunter and Tim would get together prior to the Sept Board meeting to discuss who would present what. ED shared the two biggest points that the VSC Board needs to discuss is the future of "out of County" partnerships; and free partnerships that have limited benefits.
4. Bonus for Staff Recommendations and Rationale: ED shared history and insights as to what has historically been an "inflation bonus". It was discussed that when annual reviews take place in September staff will be made aware that these are not to be expected every year and that the last few years were an exception due to the pandemic. The Exec Comm then discussed the history of how the Partnership Manager had been on commission and how that was stopped in October 2023 with the idea that the team would work better together when servicing our partners if the commission/bonus would be shared by all staff. In review of the partnership revenue that came in over 2024 – it was shared that there is about \$15,200 that would have qualified to go to the former Partnership Manager had she stayed on commission throughout FY24. It was discussed that ED would use discretion to provide this to the applicable team members as a bonus for the FY24 work. For the future, ED noted that once the partnership discussion takes place at the September board meeting, we will look at the new parameters and set goals for how the bonus structure will be set for FY25. This will then be shared with the entire team so they can work together to achieve those goals.
5. Erin Duggan Annual Employment Review
 - a. Results of Duggan 2024 Goals Attached: ED reviewed these with the Executive Committee and answered a few questions. She then got off the Zoom call so the Executive Committee could meet and discuss ED performance evaluation. This will then be shared with the Board in September.

Attachments provided:

- i. Employee Handbook Draft Attached with tracked changes/notes.
- ii. Strategic Plan Draft Attached.
- iii. Florida's Cultural Coast Marketing Campaign Information Attached.
- iv. July 2024 Partner Survey Attached.

Antitrust Statement

Visit Sarasota County Board of Directors acts upon matters relating to the business of the Visit Sarasota County and agrees not to discuss or pursue the business interests of individual companies.

The Board members should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers, or others.

Conflict of Interest Statement

As a member of the Visit Sarasota County Board, each Director recognizes that his/her loyalty lies with Visit Sarasota County. It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with Visit Sarasota County to disclose the nature and extent of such interest and to remove from discussion and to refrain from voting in respect to the contract or proposed contract.

OFFICERS:	Chair Richard Russell, Vice Chair John LaCivita, Secretary/Treasurer Tim Self, Past Chair Nick Mavrikas
SC President:	Erin Duggan