



Board of Directors Meeting

October 17, 2024, at 8:30 a.m. via Zoom

MINUTES

BOARD MEMBERS PRESENT:

Richard Russell, Stacey Corley, Comm. Ron Cutsinger, Mark Gordon, John LaCivita, Nick Mavrikas, Mike Quillen, Jason Samson, Wes Santos, Tim Self, and Heather Van Wie. Ex Absent: Susie Bowie, Kara Morgan

STAFF PRESENT:

Erin Duggan, Andrea Hunt, Kelly Harb, Pete Harvey, Suzanne Hackman, Hunter Carpenter, Camille Seabrook

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

Consent Agenda

RR called for a motion to approve the Consent Agenda. Nick Mavrikas moved to approve the motion. Tim Self seconded the motion. All agreed; the motion passed.

Financials

Director of Finance, Andrea Hunt reviewed the August 2024 financial statements. Andrea added the notes below:

- Monthly net income \$35,000, YTD income \$336,000
 - Payroll underbudget
 - Web/VG sales overbudget
 - Partner dues overbudget
- Monitoring cash collections. A lot of money spent at year end and for next fiscal year. Waiting on County reimbursement
- Preparing for year end reports due to County
- Working on lease calculations with auditors for footnotes
- Audit is scheduled to start November 11th
- Working with County to roll FY25 contracts and set up new POs

RR called for a motion to approve the August Financials. Stacey Corley moved to approve the motion. Mark Gordon seconded the motion. All agreed; the motion passed.

Insurance Summary

Andrea Hunt presented the FY25 Insurance Summary to the Board. Erin Duggan explained that this presentation stemmed from the responses gathered in the FY24 Board Survey.

FY25 VSC Board Committee Assignments

The FY25 Board Members were announced, and the 3 new members- Stacey Corley, Jason Samson and Heather Van Wie- were introduced.

Approval of VSC Destination Strategic Plan 2030 Recommendations

Erin Duggan presented the Destination SP2030 recommendations to the Board. Following approval, David Holder will present final Strategic Plan to the TDC during their November meeting.

RR called for a motion to approve. Tim Self moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

Partnership Taskforce Recommendations

Director of Community Relations & Partnership, Hunter Carpenter, presented the revised Partnership Taskforce Recommendations. Following the Board's suggestions during the September Board meeting, the Taskforce came back with more supporting details. Board members discussed the pros and cons of having Out of County Partners, generated revenue, current prices and advertising discounts. The Board elected to move forward with the following recommendations:

- Retain current prices, categories, and out-of-county partnerships -- keep all the same.
- Change partner discount for co-op paid advertising opportunities from 20% to 10% **ONLY for out-of-county partners.**
- Remove the benefit of having an additional listing in Visitor Guide. (We'll phase this out with the FY2026 Visitor Guide.)
- Change cadence of networking events from 2/month to 1/month, alternating between Partner Coffees and After Hours. Charge a hosting fee for After Hours events. Structure some to provide the space for facilitated conversations about B2B collaboration opportunities.

RR called for a motion to approve the amended Partnership Taskforce Recommendations. Comm. Ron Cutsinger moved to approve the motion. Stacey Corley seconded the motion. All agreed; the motion passed.

(Commissioner Cutsinger excused himself from the meeting at 9:11am)

President & CEO Report

Erin Duggan reviewed slides for the August Staff Reports, Partner Dashboard, and Miles Sales Report with Board Members. The Board was advised that the Crisis Communication/Business Continuity Plan had been updated since its creation and the updated version will be shared with Board Members later. VSC Staff discussed the plans for post storm marketing with partners and upcoming campaigns for supporting the Sarasota Community. Erin mentioned the new VSC Mobile Visitor Center- 'AVA' should be available for the November Board Meeting.

Approval of New Partners- August and September

RR called for a motion to approve the August and September New Partners. John LaCivita moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

Chair RR adjourned the Board Meeting at 9:26.