



## **Executive Committee Meeting**

October 1<sup>st</sup>, at 4:00 p.m. via Zoom

### **MINUTES**

In attendance: RR, JS, TS, and ED

Excused absence: NM

1. Chair Richard Russell calls meeting to order at 4:01PM
2. Update on Hurricane Helene Efforts
  - a. ED updated group that VSC updated business continuity plan and crisis comm plan last month and were able to roll it out during Hurricane Helene. This includes pausing advertising, updating messaging, contacting industry pre and post, and maintaining inventory and damage assessment information.
3. Strategic Plan Update/Changes from September Board Meeting
  - a. Updates made were to add emphasis on partnering with Manatee County and marketing the Sarasota/Manatee region.
  - b. Additional change will be made to remove UNESCO designation and note we'll look for international accolade opportunities to market Sarasota County as Florida's Cultural Coast.
4. FY25 Board Committee Assignments
  - a. Exec. Comm decided to have VSC Office Admin send out email to all Board members asking for them to choose what committee they'd like to serve on in FY25.
5. FY25 Goals/Outcomes for ED
  - a. ED will compile list of goals, with outcomes and suggested weights for each. Will put forth in front of the Exec. Comm at the November Exec. Comm. meeting.

Additional discussion surrounded a few upcoming VSC shows/sponsorships.

#### Reminders:

October 10<sup>th</sup> Board Meeting is being held via Zoom (will have a presentation from Andrea Hunt on all VSC Insurance / Liability Information)

TDC Meeting Scheduled for October 10<sup>th</sup>, 4pm. (VSC will be presenting Q3 information and Strategic Plan Draft)

#### OFFICERS:

Chair Richard Russell, Vice Chair John LaCivita, Secretary/Treasurer Tim Self, Past Chair Nick Mavrikas

#### SC President:

Erin Duggan