



Executive Committee Meeting

January 7, 2025 at 4:00 p.m. via Zoom

Meeting Minutes

1. Chair Richard Russell calls meeting to order at 4:00pm
In attendance, RR, JL, TS, NM and ED
2. Update on VSC Meeting with Comm. Neunder/County
ED met with Comm. Neunder the morning of Jan 7th to review questions he had asked in December, and to review the answers ED provided in advance of meeting via email in December.
3. Hurricane Sentiment Results
These results were shared with the Board via email in December and will be presented to the BOD at the Jan BOD meeting.
4. ED, Mark Gordon and Tim Self attending Leadership Summit in Orlando end of January
5. Discussion on Bonus Structure from Private Funds
Possible bonus structure was shared with the goal of increasing team morale and effort in exceeding private revenue goals in FY25 with the idea that Managers/Coordinators could receive a bonus at end of FY if goals are exceeded.
6. Sublease with EDC of Sarasota
VSC subleases space in admin office to EDC. That agreement is being reviewed by VSC and EDC attorney. Once pulled together it will be presented to VSC BOD for approval.

Meeting adjourned at 4:46pm

Upcoming Meetings:

VSC Board of Directors Meeting – January 7th at 8:30am, VSC Admin Office, 1st Floor Conference Room

2025 TDC Meeting – Thursday, January 9th at 4:00pm, South County Location Commission Chambers

VSC After Hours – January 23rd at 4:30pm, Mellow Mushroom Pizza Bakers, 6724 S. Tamiami Trail, 34231

VSC Executive Committee Meeting – February 4th at 4:00pm via Zoom

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

VSC President:

Erin Duggan