



## **Executive Committee Meeting**

November 5<sup>th</sup> at 4:00 p.m. via Zoom

<https://us02web.zoom.us/j/88228756231?pwd=KGUobCp3YqgumxqPCEjdJjRRWUZsDx.1>

### **Minutes**

1. Chair Richard Russell calls meeting to order at 4:33PM (Got pushed back a bit due to a few other meetings.)  
In attendance: RR, NM, TS, JL and ED
2. Discussion: Board Leadership for Destinations (email sent to Exec Cmte on 10/17)  
This is a conference held by a few industry leaders/vendors (DMO Proz, Civitas, CFObyDesign, FIRED up, Searchwide Global, etc) and is held annually at various locations around the Country. It is for the DMO CEO and two board members to attend together to go over topics such as governance, finance, funding, culture, succession, etc. The EC discussed this and decided to register/attend since it is so close in Orlando and travel expenses will be minimal. Dates of conference are Jan 29 – 31, 2025.
3. Discussion: ED Goals/Outcomes for FY25  
Goals/and measures of success were presented by ED and discussed. Goals / Measures of Success will be included in November Board Packet.
4. Recovery Efforts  
It was shared that VSC held two town halls virtually with over 110 attendees where VSC shared their post storm activities and recovery efforts. There was also a Q and A; and shared ideas. These sessions were recorded and are in the VSC partner portal.
5. Discussion: FY 2025 Board Matrix  
With new board members in October 2024 – the new Matrix was shared.

### **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

FY 2025 VSC Board of Directors Matrix	
Areas filled by current Board Members	
<b>Resources:</b>	
Peer Network/Group	All
Corporate	JL, MG, TS, WS, MQ
Education/Career Dev	SB
Foundation Link	SB
Time/Commitment	All
<b>Geographic:</b>	
Longboat/St. Armands/Lido	MQ
Venice/Englewood/NP/Osprey	KM, RC, MQ
Siesta Key	
Interstate Corridor/Lakewood	JL, MG, MQ
Sarasota	NM, RR, TS, WS, SB, MQ
<b>Areas of Expertise:</b>	
Finance/Management	TS
Real Estate/Commercial Dev/Bld	JL
Lodging	RC, WS, NM
Restaurant	MQ
Sports/Outdoors	
Ecotourism	SB
Entertainment/Event/Promotion	RR
Retail/Merchant Assn	KM
Marketing/Media	KM, MG
Attractions/Cultural/Arts	RR
Economic Dev/Chambers	KM
Health Institutions	

FY 2025 Board of Directors
Richard Russell
John LaCivita
Nick Mavrikas
Tim Self
Susie Bowie
<i>Stacey Corley</i>
Hon. Ron Cutsinger
Mark Gordon
Kara Morgan
Mike Quillen
<i>Jason Samson</i>
Wes Santos
<i>Heather Van Wie</i>