



Executive Committee Meeting

Tuesday, April 1, 2025, 4:00 p.m. via Zoom

MINUTES

In attendance: RR, JL, TS and ED

Excused: NM

1. Chair Richard Russell calls meeting to order at 4:01PM
2. Update: NTTW Event and Haley Hall of Fame Awards
 - a. Voice of Sarasota – names of both individuals and businesses were discussed and these names, along with a description of award and past recipients will go to VSC Board for discussion and a ultimate vote on who will receive award in 2025 on May 6th at event.
 - b. Save the dates/time/location (Two separate events this year due to the partnership with BACVB and SRQ) – May 6 at 4:30 is date/time of event at SRQ Airport, in collaboration with Bradenton Area CVB and SRQ Airport to celebrate National Travel and Tourism Week.
3. Sponsorship of Piccolo retirement party (\$5000 being requested from private funds) – date was in May, now to be determined. – Exec. Committee discussed, and determined VSC can support/sponsor for \$5000 to match what the Bradenton Area CVB is putting in as a cash sponsorship for event.
4. Review VSC 2025 Signature Events Sponsorship Package; will be shared with Board at April meeting.
5. Governance Update (Executive Committee and Board)
6. Update from County (Quarterly meeting in March got cancelled, rescheduled for May 12 at 9:30AM) and Still Waiting on County to select a workshop date/time with BCC and VSC, EDC and Arts Alliance ; VSC will send outlook invites to exec committee of these meetings so that if one attendee from Exec comm wants to attend, they will alert ED. Only one would be able to attend to not violate sunshine laws.
7. Tourism Day update from Tallahassee meetings – ED shared she attended this day as a part of Destinations Florida (association for destination marketing orgs around State) and Wes Santos from Hyatt (and VSC Board) and Gil Reyes (from Westin) were up in Tallahassee as well with Florida Restaurant and Lodging Assn and were able to join ED/VSC for our appts with Sarasota County elected officials.

Next Executive Committee meeting will remain on the same day, May 6th but will move up to 3pm to accommodate the National Travel and Tourism Week event starting at 4:30pm.

Meeting adjourned at 4:44PM

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