



Board of Directors Meeting

Feb 13, 2024, at 8:30 a.m.

MINUTES

BOARD MEMBERS PRESENT:

Richard Russell, Susie Bowie, Stacey Corley (dep 9:37a), Comm. Ron Cutsinger (dep 9:40a), Mark Gordon (zoom until 8:57a), John LaCivita, Nick Mavrikas, Kara Morgan (zoom until 9:25a), Mike Quillen, Jason Samson, Wes Santos, Tim Self, and Heather Van Wie

STAFF PRESENT:

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

Board Meeting called to order at 8:31 a.m. by Chair Richard Russell.

Consent Agenda

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

Financials

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

- Net income for November 2024 was \$62,572.41, December had a profit of \$15,186
- Revenue is underbudget by approximately \$33,000
- VG sales will be showing income in January 2025 when the guides were printed
- Employee related expenses are underbudget- expect that it will be underbudget most of the year as we have a new vacancy, and some are ... *{notes translation needed... cs}*
- County receivables are in good shape. Working very closely with County Staff to track payments and answer questions.
- Recently submitted Q1 reports to County, filed State and Federal reporting
- Working on 990 filing with auditors

Chair Russell called for a motion to approve the November and December Financials. Mike Quillen moved to approve the motion. Stacey Corley seconded the motion. All agreed; the motion passed.

FY25 Q1 Recap Presentation

Erin Duggan, President & CEO presented the recap of FY25 Quarter 1. Tim Self mentioned the lower-than-expected metrics for Q1. Erin reiterated that the decreases were largely attributable to the significant impact of Hurricanes Helene and Milton (Sept/24 and Oct/24). Jason Samson asked if it was normal practice for DMOs to pull out of advertising during adverse events. Erin noted that decreased advertising after the storms allowed for more focus on the Support the 941 campaigns.

President & CEO Report

Erin Duggan reviewed slides of the December 2024 Staff Report, Partner Dashboard, Miles Sales, and FL DMO Bed Tax Collections Data (simplified version- the complete report w/notes will be shared as requested). Tim Self provided a recap of the 2024 Destination Leadership Conference that he and Erin Duggan attended.

Approval of New Partners- January

Hunter Carpenter reviewed the December 2024 Partnership Dashboard during the CEO report- noting the reasons for the higher than usual amount of Dropped Partners was due to them being unresponsive after months of VSC outreach.

Two new partners were approved in December 2024.

Chair Russell called for a motion to approve the January New Partners. Mike Quillen moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

Around the Room Updates

Richard Russell called for a motion to create a work group/think tank for the purpose of getting a deeper understanding of Visit Sarasota's Budgeting Practices and the flow of County Reporting. The Committee/Work Group will also be able to educate others on where TDT dollars come from and what they are used for. Mike Quillen moved to approve the motion. Susie Bowie seconded the motion. All Agreed; motion passed.

Chair RR adjourned the Board Meeting at 9:49 AM.