



## **Executive Committee Meeting**

March 4, 2025, at 4:00 p.m. via Zoom

### **MINUTES**

Chair Richard Russell calls meeting to order at 4:07PM. In attendance: RR, JL, NM and ED (TS joined at 4:40pm)

1. VSC Board Directed Work Group Discussion – at last board meeting it was determined we should pull together a committee / work group from board to discuss TDT funds, and percentage of bed tax going towards marketing. it was discussed at this executive committee meeting to send a email out to board to see who would want to be a part of this discussion. The idea would be to have one meeting and for VSC staff to be given a direction on what information they can provide to aid in this conversation going forward.
2. Governance Committee Update/Executive Committee FY26 – update was given on how 2 folks from last years interviews were being asked if they were still interested/available, and one new person was being reached out to for a interview with a gov board member.
3. BCC requested meeting of EDC, Arts Alliance and VSC Discussion – at a recent BCC meeting it was requested by a comm. to pull together VSC, EDC and Arts Alliance staff and board for a workshop. Once a date has been set – ED will alert Exec Comm and Board.
4. Update Succession Plan Discussion - the policy was updated based on new staff titles. This will go in April Board packet for Board review/vote.
5. Out of County Leads / Fee Discussion – the VSC Sales team has presented an idea that for leads delivered by VSC Sales Staff and booked by out of county hotels – that they would pay a commission to VSC. VSC would then use those dollars to further stretch public dollars to add more sales activities/programming to keep the cycle of leads coming in going. This was discussed at exec. Comm – and a policy will be added to the April Board Meeting for review/vote. Recently both the VSC Board, and BCC noted that “rising tides raises all boats” and that for groups not fitting in a Sarasota County hotel – we’d be better off as a region by keeping them in the region over losing them to another area of the State, or another State.

Meeting adjourned at 4:45pm

### **Upcoming Meetings:**

VSC Board of Directors Meeting – Thursday, 4/10 at 8:30am, VSC Admin Office, 1<sup>st</sup> Floor Conference Room

TourismU for Hospitality – Thursday, 4/10 at 3:00pm, North Port Area Chamber, 14140 Tamiami Trail, North Port 34287

VSC Partner Coffee – Thursday, 4/17 at 8:00am, Makshu Productions, 1748 Independence Blvd., Ste F5, 34234

Q2 Hotel DOS Recap Meeting – Wednesday, 4/23 at 3:30pm, Aloft Sarasota, 1401 Ringling Blvd., 34236

VSC Executive Committee Meeting- Tuesday, 5/6 at 4:00p, via Zoom

VSC Board of Directors Meeting – Thursday 5/8 at 8:30am, VSC Admin Office, 1<sup>st</sup> Floor Conference Room

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

SC President: Erin Duggan