



Board of Directors Meeting

April 10, 2025, at 8:30 a.m.

MINUTES

BOARD MEMBERS PRESENT:

Richard Russell, Stacey Corley, Comm. Ron Cutsinger, Mark Gordon, John LaCivita, Nick Mavrikas, Kara Morgan, Mike Quillen, Jason Samson, Wes Santos, Tim Self; **EX ABS:** Susie Bowie, 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 8:30 a.m. by Chair Richard Russell.

Consent Agenda

RR called for a motion to approve the Consent Agenda. Jason Samson moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

Discussion: Lead Referral Program Policy

Suzanne Hackman, CDME, Director of Sales & Industry (Accommodations) Relations gave an overview of the proposed Lead Referral Program geared toward strengthening regional collaborations and enhancing our collective ability to capture group business by referring leads to Manatee or Charlotte Counties. Nick Mavrikas and Mike Quillen expressed concerns regarding hotel space locally. Wes Santos wanted to be sure the leads would be used for overflow. Erin Duggan reiterated the policy's referral criteria. Jason Samson asked about the next steps. ED advised that the policy draft will be presented for a vote at the next Board Meeting.

Recommendations/Vote for NTTW Voice of Sarasota Award

Jason Samsom requested a brief overview/background of the recommendations. After a discussion about the nominees, John and Amanda Horne were selected as the top nominees. Richard Russel called for a motion to vote. Mark Gordan moved to vote. Nick Mavrikas seconded the motion. The VSC Board voted to award the 2025 Voice of Sarasota Award to John and Amanda Horne.

Financials

Director of Finance, Andrea Hunt reviewed the January and February financial statements. Andrea added the notes below:

- Net income for February 2025 is \$39,914. January was the first month recognizing VG sales revenue.
- Partner Dues slightly underbudget but seeing some Partners rejoin- positive sign
- Cash flows are very good. Working closely with County Staff to get packets to them and reimbursed quickly
- Almost at ½ year mark so VSC Staff are reviewing their budgets and planning out remainder of FY25
- FY26 Budget is underway and will be presented to County Staff soon, this week.

RR called for a motion to approve the January and February 2025 Financials. Mike Quillen moved to approve the motion. Nick Mavrikas seconded the motion. All agreed; the motion passed.

President & CEO Report

Erin Duggan reviewed slides of the January and February Staff Reports, Partner Dashboards, and Miles Sales Reports with Board Members. The Destination Marketing Organization Landscape- a high-level look/comparison of the VSC Budget and other DMOs around the State was presented and discussed. Tourism Day 2025- The Board asked for CEO sentiments regarding the legislation presented during Tourism Day in Tallahassee.

Approval of New Partners- February and March 2025

RR called for a motion to approve the February and March 2025 New Partners. Jason Samson moved to approve the motion. Tim Self seconded the motion. All agreed; the motion passed.

Around the Room Updates

Wes Santos: 51 days away from closing Hyatt, hosting in-house reverse job fairs, 88% retention rate, May 31, 2025 last day of operation.

Mark Gordon: Son won Black History Month essay contest and received 2yr college scholarship.

Richard Russell: 2025 Opera Season ended, upcoming Production on Big Screen at the Bay events

Stacey Corley: 2025 Girls Inc award recipient.

Board Meeting adjourned at 9:21AM.