



Board of Directors Meeting

May 8, 2025 at 8:30 a.m.

MINUTES

BOARD MEMBERS PRESENT:

Richard Russell, Susie Bowie, Stacey Corley, Comm. Ron Cutsinger, Mark Gordon, Kara Morgan, Mike Quillen, Jason Samson (via zoom), Wes Santos, Tim Self, and Heather Van Wie, *Ex Abs: John LaCivita, Nick Mavrikas*

STAFF PRESENT:

Erin Duggan, Andrea Hunt, Kelly Harb, Pete Harvey, Suzanne Hackman, Hunter Carpenter, Jessica Bertolini, 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. Mark Gordon moved to approve the motion. Wes Santos seconded the motion. All agreed; the motion passed.

Visit Florida Marketing Activities Presentation

Brett Laiken, Chief Marketing Officer, Visit Florida, gave a presentation on The Power of Florida Tourism. He reviewed Tourism Spending, Economic Impact, and Brand Marketing efforts and other data supporting the importance of tourism in Florida. Susie Bowie questioned the 'inclusivity' of VF's Brand Marketing. Brett explained that efforts were diverse and inclusive without focusing on one audience. Commissioner Cutsinger requested an abbreviated version of the slides shown to update fellow legislators on the way TDT funding is used for promotions. VSC Office Coordinator sent the presentation to the Board via DropBox link on May 9th

FY25 Quarter 2 Summary Outcomes Presentation

Presented by Kelly Harb, VP of Marketing & Communication Visit Sarasota County Staff

Financials

Director of Finance, Andrea Hunt reviewed the March 2025 financial statements. Andrea added the notes below:

- Net income for March \$20,000 YTD \$37,000
- Payroll expenses remain under budget (\$65,000)
- Partner dues are underbudget, have seen an uptick in partners in April 2025
- Cash flows are in really good shape
- Working closely with County Staff to make sure we provide them with clean, well-documented packets for reimbursements.
- Q2 Financials have been sent over to County per contract
- FY26 Budget presented following Financial Report

RR called for a motion to approve the March 2025 Financials. Heather Van Wie moved to approve the motion. Mark Gordon seconded the motion. All agreed; the motion passed.

FY26 Budget and Plan Presentation

Presented by President & CEO Erin Duggan and the Visit Sarasota County Staff. After the presentation was given, Commissioner Cutsinger inquired about the new Research Data tool's timeline. Erin advised that the 2nd year of collected data will be beneficial in determining if a 3rd year is needed. Erin emphasized that VSC is trying to be responsible in spending the TDT dollars. Commissioner Cutsinger suggested that the Board continue conversations regarding optional funding sources and one-time funding reserves for promotions.

RR called for a motion to approve the FY26 Budget and Plan. Susie Bowie moved to approve the motion- with continued conversations. Mark Gordon seconded the motion. All agreed; the motion passed.

President & CEO Report

Erin Duggan reviewed slides of the March 2025 Staff Report, Partner Dashboard, and Miles Sales Report with Board Members.

Around the Room updates/discussions

Board Members were reminded to login to the Board Effect/Diligent platform to activate their account. Beginning in June VSC will be more engaged in the platform to share Board and Committee communications/resources. There will be additional technical assistance offered, if needed, from the Diligent Customer Success Manager.

Chair RR adjourned the Board Meeting at 9:47am.