



Board of Directors Meeting Minutes

August 14, 2025 at 8:30AM

BOARD MEMBERS PRESENT:

Richard Russell, Susie Bowie, Stacey Corley, Comm. Ron Cutsinger, Mark Gordon, Mike Quillen, Jason Samson, 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 8:33 a.m. by Chair Richard Russell

Consent Agenda

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

Financials

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

- Net income for June ~\$30k, year to date surplus ~\$205k
- We are ~ \$29k over budget surplus for the year- combination of revenue and expenses equally being underbudget
- All receivables are current and collectable
- County reimbursements are current and moving along. New staff at County, so there are a lot of questions, but great working relationships.
- Finalizing Q3 reports which are due Friday August 15th
- Working with insurance agencies on annual policy renewals, health insurance renewals
- Updating Lease Agreements with Chambers

Discussion: Jason Samson asked if there is any word of DOGE Audits coming to Sarasota County. Andrea mentioned that there are no rumors currently circulating. Erin Duggan reminded the Board that in regard to the operational budgets/spendings, VSC is the 'definition' of DOGE. Susie Bowie inquired about legislature to ask for additional spending. Erin mentioned because of recent bills, State Reps (McFarland, Buchanan, and Nix) have been invited to attend a future VSC Board meeting. None have accepted at the time of the August meeting. She also is expecting changes with upcoming Governor's race

RR called for a motion to approve the May and June Financials. Stacey Corley moved to approve the motion. Jason Samson seconded the motion. All agreed; the motion passed.

FY2026 VSC Operational Budget

Director of Finance, Andrea Hunt presented the FY2026 Ops Budget. The Finance Committee met on Aug 4th to review the budget in detail, line by line- A motion was made to approve the budget with one minor change. Andrea reviewed some of the items/changes that were important to note:

- This budget represents the operations of VSC that are not reimbursed by the County
- Employee related costs of \$1.677 will always be greater than the amount per County
- Lease – Admin Office is paid by OPS (\$115k) – EDC lease offsets the expense
- Recommended by Finance Cmte to keep flat partner development- for prospecting etc
- Insurance (behinds health) is fairly comparable to FY policies
- Dues and subscriptions- USTA- paying a portion from OPS so increase here.

Discussion: Erin D reminded the Board that if they ever feel there is a work that needs to be done, let the Staff know, and if necessary Private Funds will be used to fulfill the task. In effort to give some more insight into how the Bed Tax benefits the local residents, a TDT Video, featuring Mike Moran was shown to the Board following the meeting. Comm Cutsinger felt the video could use more story behind the bed tax and how it is collected and used.

RR called for a motion to approve the FY26 VSC Operational Budget. Jason Samson moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

VSC Quarterly Report- FY25 Q3

Kelly Harb, CMP VP of Marketing and Communications and the Visit Sarasota Staff presented slides recapping the FY25 Q3 VSC Quarterly Report.

VSC Sports Presentation

Pete Harvey, VSC Director of Sports presented slides giving a overview of the VSC Sport Program's mission, partnerships and annual impact in the Sarasota Community.

President & CEO Report

Erin Duggan reviewed the following items with Board Members:

- May and June Staff Reports
- Partner Dashboards and Miles Sales Reports
- August 22nd BCC VSC/EDC/AA Workshop
- Letters of Support (2): Arts Alliance of Sarasota County; 2028 World Rowing Senior Championship
- September 17th GM GMs Breakfast Invitation
- FY2025 VSC Board Survey - reminder

FY25 Partnership Survey Results and Approval of New Partners

Hunter Carpenter, Director of Community Relations & Partnership reviewed the results from the 2025 Partnership survey held June 6th to July 14th. There were 42 responses, 90% would recommend partnership to a colleague, 86% were extremely satisfied with VSC Events and Activities, 54% consider their VG listing as extremely/very valuable, 88% see VSC as an effective advocate for Sarasota County. Erin reminded the Board that there is some disconnect between what the partners perceive Visit Sarasota work entails. Hunter also presented the New Partners.

RR called for a motion to approve the most recent New Partners. Mike Quillen moved to approve the motion. Mark Gordon seconded the motion. All agreed; the motion passed.

Chair RR adjourned the Board Meeting at 9:40AM.