



Executive Committee Meeting Minutes

Aug 6, 2025 at 3:00 p.m. via Zoom

In attendance: RR, JL, TS, NM and ED

Chair Richard Russell called meeting to order at 3:01 PM

1. Discussion:
 - a. FY25 Partnership Survey Results
 - i. Discussion around how can we get better than 10% participation moving forward. Ideas were to bring hard copies, and ipads/computers to VSC events and ask folks to do it then, or have folks do it at renewal – incentivize with a discount on renewal
 - b. Board Self-Assessment Results (Update)
 - i. Remind board members to do this – as we'll review at Sept Board meeting and want full participation.
 - c. August 22nd BCC VSC/EDC/AA Workshop
 - i. Deck will be in August folder under Presidents Report for Board to see prior to Aug 22 meeting.
 - d. Preparations for President/CEO Review
 - i. ED will provide a recap of goals and outcomes for Sept. Exec Meeting.
 - e. Board Meeting Dates for 25-26 Year Approval
 - f. Dates were approved and will be shared.
 - g. Visitor Center lease with Sarasota Chamber was discussed.
 - h. Mote opening day was discussed.

Meeting adjourned at 3:33pm.

Antitrust Statement

Visit Sarasota County Board of Directors acts upon matters relating to the business of the Visit Sarasota County and agrees not to discuss or pursue the business interests of individual companies.

The Board members should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers, or others.

Conflict of Interest Statement

As a member of the Visit Sarasota County Board, each Director recognizes that his/her loyalty lies with Visit Sarasota County. It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with Visit Sarasota County to disclose the nature and extent of such interest and to remove from discussion and to refrain from voting in respect to the contract or proposed contract.

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