Board of Directors Meeting

June 12, 2025, at 8:30 a.m.

MINUTES

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

STAFF PRESENT:
Erin Duggan, Andrea Hunt, Kelly Harb, Pete Harvey, Suzanne Hackman, Hunter Carpenter, Jess 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. Mike Quillen moved to approve the Consent Agenda. Tim Self seconded the motion. All agreed; the motion passed.

Zartico Presentation
Adam Zappia, Sales Director presented on the *Visit Sarasota Visitor Snapshot.* Gave an overview of the geo-tracking/location programs used to gain an understanding of the visitor origin markets and to assess movement and spending impacts these visitors have on the Visit Sarasota destination. The collected data aims to inform market strategies, increase stakeholder engagement, and optimize resource allocation to support sustainable tourism growth. Board members discussed the demographic background of the subjects used to collect data. Adam informed the Board that the blended data was collected from thousands of geo tracking/location apps and used to tell the story of tourism in Sarasota County, not count the people visiting. A copy of the presentation was requested by the Board. Camille emailed the slides on Friday, June 13th.

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

- Net income for April $29,000
- April we usually see increased digital sales and partner revenue due to Savor Sarasota campaign
- Under budget on management fee approx. $78,000
- AR is current
- Cash flows in good position
- Working on FY26 OPS budget
- Working on FY26 Contracts
    - Will have ready at Aug Board meeting
- Preparing report due to State for Visit Florida reporting
- Preparing Q3 reporting due to County in early July
- The VSC FY2024 990 and 900T draft was reviewed- did not require an action from the Board.

Tim Self called for a motion to approve the April 2025 Financials. Susie Bowie moved to approve. Comm. Cutsinger seconded the motion. All agreed; the motion passed.

High Funnel Arts/Culture Campaign Recap Presentation
Erin Duggan and Kelly Harb, VP Marketing and Communications reviewed slides and a video recapping the Art/Culture Campaign. Comm Cutsinger requested a breakdown of the 2-yr investment funding. The Board was advised that the presentation will be local industry facing at this time and will eventually go on the VSC transparency page.

President & CEO Report
Erin Duggan reviewed the April 2025 Staff Report, Partner Dashboard, and Miles Sales Report with Board Members. An error was noted in the Staff Report, and an updated report with the correct numbers was sent to the Board via email on Friday, June 13th. Erin also went over the Senior PGA Event Update for FY26, FY27, and FY28 with the Board.

Approval of New Partners- May 2025
RR called for a motion to approve the New Partners. Kara Morgan moved to approve. Tim Self seconded the motion. All agreed; the motion passed.

Around the Room Updates
Mike Quillen announced that this year's Savor Sarasota has been good to Lefty's and Triple Tail partners.

Chair RR adjourned the Board Meeting at 9:32am.