



Board of Directors Meeting

December 11th at 8:30 a.m.

MINUTES

BOARD MEMBERS PRESENT:

Chair John LaCivita, Vice Chair Tim Self, Secretary/Treasurer Wes Santos, Past Chair Richard Russell Susie Bowie, Stacey Corley, Ron Cutsinger (via zoom), Kim Farrell, Cindy Moore, Mike Quillen, Jason Samson, Mark Sherwin and Heather Van Wie

STAFF PRESENT:

Erin Duggan, Andrea Hunt, Kelly Harb, Nate Sweetman, Shantel Norman, Hunter Carpenter, Jess Bertolini, and Camille Seabrook

Board Meeting called to order at 8:30 AM. by Chair John LaCivita

VSC Moment- IMEX Recap (slides available upon request)

Presentation by Shantel Norman, VSC Group Sales Manager and Vendor Testimony given by Mike Robustelli, Sr. VP Business Development Dolphin Transportation SRQ. Board members heard about how the 2025 IMEX participation created an impressive 143 leads- with many asking about our destination's stability post hurricane seasons. VSC had the most QR code scans at the event. It was suggested that VSC consider a bigger area/footprint next year and possibly hold Happy Hour Networking event in the booth. Mike suggested possibly raffling off a trip incentive to promote SRQ as a whole experience to potential visitors. Board members were invited to experience future IMEX events from a non-tourism leadership perspective.

Consent Agenda

JL called for a motion to approve the Consent Agenda. Mike Quillen moved to approve the motion. Discussion: Mark Sherwin had a question about how funding works for Sports- referring to the approval of grant fundings. ED explained the process and noted that the County provided the Penny Chart showing how bed-tax dollars are budgeted for usage. Members were provided with a copy of the most updated version of the Penny Chart. Susie Bowie seconded the motion. All agreed; the motion passed.

Financials

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

- \$40,000 net surplus for the month. \$15,000 over budget
- YTD- VSC has a net surplus of \$211.338. Budgeted \$250,000 so under by \$41,000
- Overall revenue was under-budget, due to partner revenue, web banners, VG; expenses were under-budget mostly employee related.
- Cash balance \$1.5 looking at adding another CD to Northern Trust, currently have \$350k in CDs and \$233k in savings
- Receivables are current, working closely with County to provide quality packets for reimbursements.

JL called for a motion to approve the September Financials. Tim Self moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

VSC Quarterly Report FY25 Q4 Presentation

Kelly Harb, CMP, VP of Marketing and Communications, presented the VSC FY25 Q4 report. She also showed a quick FY25 Recap Video. Erin noted that the complete FY25 recap will be given to the BCC in Spring 2026. It was also noted that VSC updated their target audiences from 9 to 7 (merged International and Leisure, dropped local). Mark Sherwin inquired about visitor tracking in reference to groups/nightly or events. Kelly advised that metrics can be shared, and Erin noted that the metrics can be found on the VSC Transparency Page. Susie Bowie mentioned the increase in AI content taking over the web. Jess Bertolini noted the drops in website traffic due to increased AI driven content. Jason Samson asked if Relocation Packets are sent to individuals. Erin advised yes to encourage visitors to live/work/play in SRQ. Business leads are handled by the EDC of Sarasota County. Susie Bowie commended VSC of the great job done with limited marketing budget funds.

FY2025 Economic Impact Study

Presented by Erin Duggan, CDME, President & CEO

FY26 Board Committee Assignments

Presented by John LaCivita, Chair 2026 VSC Board of Directors

President & CEO Report

Erin Duggan reviewed slides with Board Members for the September and October Staff Reports, October Partner Dashboard, and Miles Sales Report. She also went over the FY26 CEO Goals, an IT update from Andrea Hunt, Roundup of VSC Centennial Activities, and a Legislative update.

Approval of New Partners-

JL called for a motion to approve the November 2025 New Partners. Stacey Corley moved to approve the motion. Tim Self seconded the motion. All agreed; the motion passed.

Early Dismissals: Mike Q 9:15AM; Richard R 9:20AM; Heather VW 9:31AM, Stacey C 9:39AM

VSC Board Meeting ended at 9:52AM.