



Executive Committee Meeting

January 6th at 4:00 p.m. via Zoom

Minutes

Chair John LaCivita calls meeting to order. JL, RR, TS, WS and ED in attendance, meeting called to order at 4:04PM.

1. New County Commissioner Representative on VSC Board Starting January, 2026. (Comm. Tom Knight)
 - a. Voted on at December BCC Retreat
2. Sarasota Chamber, Greenville, SC Learning Trip (May 3 – 6, 2026)
 - a. Details shared on trip. ED plans to attend if dates work out for her calendar.
3. Advocacy Discussion / Next Board Meeting
 - a. It was discussed that this will be a topic shared at January Board Meeting on how best to engage board, and what ideas they have for how we can ensure that elected officials understand importance of tourism marketing, and how best to communicate to residents the value of tourism marketing/tourism

Any other discussion items? There were none, meeting adjourned at 4:35PM

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 John LaCivita, Vice Chair Tim Self, Secretary/Treasurer Wes Santos, Past Chair Richard Russell

VSC President/CEO:

Erin Duggan