Board of Directors Meeting

January 8, 2026 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, Kim Farrell, Hon. Tom Knight, Mike Quillen, and Jason Samson. Ex abs: Mark Sherwin, Cindy Moore, Heather Van Wie

STAFF PRESENT:
Erin Duggan, Andrea Hunt, Kelly Harb, Pete Harvey, Suzanne Hackman, Hunter Carpenter, Jess Bertolini, and Camille Seabrook

Board Meeting called to order at 8:30AM by Chair John LaCivita. The Mission Statement was read. Members welcomed Commissioner Tom Knight- CY 2026 Sarasota County BCC Appointee, followed by around the room introductions.

Consent Agenda
Chair called for a motion to approve the Consent Agenda. Mike Quillen moved to approve the motion. Richard Russell seconded the motion. All agreed; the motion passed.

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

- Kick off to FY26 starting out strong with $57,000 surplus.
- Website digital sales were higher than usual and extra revenue for October. Expect it will even out over the year.
- VG Sales won't be recognized until December, when the guide will be printed
- AR Aging- all o/s receivables have been collected. Strong cash flows
- County receivables are $1.3mil. October is always a very high month for County reimbursements as we are renewing many memberships that run Oct – Sept.
- All packets are currently with Clerk and no questions from Parks and Recreation.
- FY2025 Audit will be presented to the Board following the Financials Report
- IT Update- 1/1/2026 transition has been smooth, looking forward to new partnership

Chair called for a motion to approve the October 2025 Financials. Susie Bowie moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

Follow-up Audit of the VSC/Sarasota County Contract and Presentation of the FY2025 Audit (private funds)
Andrea Hunt briefly reviewed the Follow-up Audit of the VSC/Sarasota County Contract. and CPAs Clint Smith and Teal Strammer provided the results of the FY25 Audit of the VSC Private Funds. Discussion: Susie Bowie asked the staff if the audit processes required a lot of staff hours. Erin Duggan confirmed that during the audit, adhering to County Contract Guidelines, giving public notices, holding Q&A sessions, forming selection committees, and overall managing public contracts is time consuming. Tim Self asked about the timing of full and mini audits. Full audits generally happen about every 5yrs and follow up audits are required for answering questions. Audits can happen randomly as well.

Zartico REVEAL FY25 Presentation was presented by Jessica Bertolini, Director of Web & Digital Engagement. Jessica explained that the Zartico platform uses geolocation mapping, visitors spending and lodging information to

help marketing campaigns. Discussion: John LaCivita asked if VSC Partners could use the platform. Erin explained that the point of interest was too small for individuals to use the platform. Jason Samson asked which other counties are compared to Sarasota. The presentation noted 5 counties (Collier, Hillsborough, Lee, Palm Beach and Pinellas). Mike Quillen asked if the data was live. Jessica noted that the data presented at the Jan 8th meeting was from last year. Stacey Corley asked who has access to the data; at this time access is limited. John LaCivita suggested a subcommittee be created to help Zartico leaders provide needed information for the community. Jessica will work on scheduling a Zartico Deep Dive Zoom call.

TDT Advocacy Working Group & Advocacy Corner

Hunter Carpenter, Director of Community Relations & Partnership presented opportunities for Board members to help with best practices to act as advocates for Visit Sarasota. Members spoke about getting educated to advocate for Visit Sarasota throughout the local community in their respective arenas. The working group and meeting dates will be created and shared with current board members.

Chair called for a motion to create a TDT Advocacy Working Group. Susie Bowie moved to approve the motion. Mike Quillen seconded the motion. All agreed; the motion passed.

President & CEO Report

Erin Duggan reviewed the following with Board Members: Staff Reports for November 2025, Local and International News Wins, Partner Dashboard – Nov 2025, Miles Sales Report, and the Sports Event Marketing (WCC) Sponsorship Agreement

Approval of New Partners-

JL called for a motion to approve the December 2025 New Partners. Mike Quillen moved to approve the motion. Jason Samson seconded the motion. All agreed; the motion passed.

VSC Board Meeting ended at 9:39AM.