

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
August 21, 2020, 8:00 a.m.

DIRECTORS PRESENT:

Pat Moreo, Lorrie Liang, Nick Mavrikas, Christine Johnson, Heather Kasten, Sondra Guffey, Russell Matthes, Richard Russell, Al Maio and Nick Mavrikas.

EXCUSED ABSENCE: Steven High, Gil Reyes, Lori Ruth, and Varinia Van Ness

STAFF PRESENT:

Virginia Haley, Andrea Hunt, Kelly Defebo, Erin Duggan, Shelby Connett, Adam Cellini and Shantel Norman.

The meeting was called to order at 8:00 a.m. by Chair, Christine Johnson.

Adam Cellini provided an update on VSC Social Media Wins.

CONSENT AGENDA:

Chair Johnson called for a motion to approve the Consent Agenda. Nick Mavrikas moved to approve the motion; Sondra Guffey seconded the motion. All agreed; the motion passed.

FINANCIALS FOR MAY AND JUNE 2020:

Director of Finance, Andrea Hunt discussed May's financials noting that net income is \$1,720 and we are under budget by \$11,000

Employee costs are \$108,000 under budget and private sector revenue is \$104,000 under budget. VSC has cut all non-essential costs.

For the month of June VSC had a net loss of \$1,750 and under budget by \$26,600 for the month. Hunt noted that although we are under budget by \$131,000 for employee cost, private sector revenue is under \$155,000. There has not been revenue from Miles, and we have deferred all partner dues for 30 days.

Overall, VSC is still showing \$16,000 revenue profit for FY 2020.

Johnson called for a motion to approve the May and June financials. Nick Mavrikas moved to approve the motion; Heather Kasten seconded the motion. All agreed; the motion passed.

FY 2021 OPS BUDGET:

Andrea Hunt presented the FY 2021 OPS budget.

Christine called for a motion to approve FY 2021 OPS Budget. Lorrie Liang moved to approve the motion; Nick Mavrikas seconded the motion. All agreed; the motion passed.

SUMMARY OF INSURANCE POLICIES:

President Haley reviewed our insurance policies and coverage with the Board.

VSC CARES ACT PROPOSAL:

Haley discussed the VSC CARES act proposal recommended by the industry that will go to the Board of County Commissioners. It was recommended that she meet with each Commissioner individually before bringing the updated proposal to the BCC meeting.

VSC/EDC COLLABORATION:

Virginia updated the Board on the FY 20 collaboration summary report with the EDC and the plans for FY 2021

Haley added that she and Dave Bullock (EDC) met with Commissioner Mike Moran who provided his insight on what he would like to see happen.

PRESIDENT'S REPORT:

Haley discussed the meetings that the Brand and Sales team had with Miles Media about combining the way we offer advertising opportunities and digital opportunities for our partners. VSC will be rolling out a new cooperative advertising program in September to take advantage of the VISIT FLORIDA co-op. This campaign will give VSC a 25% discount on VISIT FLORIDA co-ops. VSC will then take the funds from its budget and further discount so local businesses will be able to buy into this advertising at 50% off. Miles' sales will be commission-based, and the production fee has been eliminated and there are more revenue sharing opportunities for VSC with this structure.

President Haley added that the County Administrator will be at the September Board meeting to discuss the local option sales tax deadline and to update the Board on the Mote timeline.

APPROVAL OF NEW PARTNERS FOR MAY AND JUNE:

Johnson called for approval of the new partners for May and June. Heather Kasten moved to approve the new partners; Lorrie Liang seconded the motion. All agreed; the motion passed.

The meeting adjourned at 8:30 am.