

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
December 17, 2020, 8:00 a.m.

DIRECTORS PRESENT:

Lorrie Liang, Christine Johnson, Sondra Guffey, Rick Konsavage, Ann Frescura, Gil Reyes, Richard Russell, John LaCivita, Steven High, Nick Mavrikas and Tim Self.

EXCUSED ABSENCE: Mike Moran, and Lori Ruth

STAFF PRESENT:

Virginia Haley, Andrea Hunt, Kelly Defebo, Erin Duggan, Shelby Connett, Allison Jones, Sandrina McCloud and Shantel Norman.

GUESTS PRESENT:

Phillip Downs, Downs & St. Germain

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

President Haley provided an update on the VSC CARES Team. VSC Staff, Shelby Connett, Kelly Defebo, Allison Jones, and Sandrina McCloud shared stories on how they helped local businesses with their CARES grant applications.

CONSENT AGENDA:

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

FINANCIALS FOR OCTOBER 2020:

Director of Finance, Andrea Hunt presented the October financials noting that there was a net loss of \$4,832 for October, which is normal for the first month of the new fiscal year.

- Employee related costs are under budget by \$6,955.16
- VSC budgeted gross revenue of \$117,000 in digital sales from Miles.
- Partner dues are over budget by \$3,522.07.
- YTD FY 21 net loss is \$4,832.26 vs. YTD FY 20 net loss was \$20,651.13.

Christine called for as motion to approve the October financials. Nick Mavrikas moved to approve the motion; Rick Konsavage seconded the motion. All agreed; the motion passed.

VSC SALES DEPARTMENT UPDATE:

Kelly Defebo, VSC Director of sales presented an update from the sales dept.

The Board asked staff to share the information regarding all of the incentive programs with hotel sales staff.

VSC FY 2020 ECONOMIC IMPACT PRESENTATION:

Phillip Downs of Downs & St. Germain presented FY 2020's Economic Impact Report.

PRESIDENT'S REPORT:

Haley reviewed the presidents report.

APPROVAL OF NEW PARTNERS FOR OCOTBER 2020

Johnson called for approval of the new partners for October. Lorri Liang moved to approve the new partners; Tim Self seconded the motion. All agreed; the motion passed.

The meeting adjourned at 9:08 AM.