

VSC Executive Committee Meeting Minutes, December 7, 2021

Attendees: Nick Mavrikas, Lorrie Liang, Richard Russell, Christine Johnson and Virginia Haley

The Executive Committee reviewed the history of the High Impact Tourist Development Tax levy, what it can be used for and that it will be on the January County Commission agenda for discussion to take the steps to enact it. It was agreed that VSC will work on making the case for the need to keep the promotion funds in place, that we are not looking for an increase but that the funds will be necessary for the broader branding work and introducing Sarasota to new audiences.

Virginia updated the committee on developments regarding the potential for an indoor sports facility. Shelby Connett will give the full Board an update at the December meeting.

Virginia and Nick reported on the recent meeting with the Sarasota County EDC Structure Task Force.