

VSC Executive Committee Meeting Minutes via Zoom, Tuesday, February 1, 2022

Attendees: Nick Mavrikis, Lorrie Liang, Richard Russell, Virginia Haley, Erin Duggan

Virginia Haley informed the Committee that VSC will need to establish trade secret policies and practices due to some Florida legislative changes. Staff will be seeking legal assistance and the policy will eventually be brought back to the full Board.

The Committee discussed the High Impact Tourism Impact Levy. The only changes that will be made to the Sarasota Tourist Development ordinance will be with this new levy, which is a very positive move. It will go to the TDC at their March 10 meeting and to the BCC in April. Collection would begin October 1, 2022.

Erin Duggan provided the Commission with information on a proposed brand refresh involving new research, creative and asset collection that would happen in FY2023.