

VSC Executive Committee Minutes, Tuesday, November 2, 2021 via Zoom

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

The Committee reviewed the revised President's goals for FY2022 and made several changes. Those adjustments will be made and emailed back to the Committee.

Virginia Haley presented the 2 FY 2022 budget amendment requests being submitted to the County for staff approval. The first is for airline marketing and the second is to restore a portion of the international sales budget now that international borders are opening. County staff is suggesting that VSC submit the international first and then the airline after the first of the year.

Virginia reported that VSC was able to meet the 10% match requirement in its contract with Sarasota County government.

The committee discussed the possibility of adding a 6th levy of Tourist Development Tax. Virginia has held several discussions with County staff on all of the re-allocations of TDT and the hope of restoring some of the VSC promotion budget. County staff and VSC are not far off from each other.

Virginia informed the Committee that the EDC Task Force has requested a meeting with Nick Mavrikas and Virginia to explore some of the EDC future options which include merging the organizations. Virginia has tried to explore how this would benefit the VSC and cannot find any pluses. The Executive Committee agreed with that assessment.