

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
February 20, 2020, 8:00 a.m.

DIRECTORS PRESENT:

Heather Kasten, Lori Ruth, Pat Moreo, Lorrie Liang, Nick Mavrikas, Richard Russell, Christine Johnson, Russell Matthes, Steven High, and Al Maio

EXCUSED ABSENCE:

Sondra Guffey, Varinia Van Ness, and Gil Reyes.

STAFF PRESENT:

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

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

VSC MOMENTS:

Britney Guertin, Communications and Content Manager presented how VSC won the FOWA Conference to be held in Venice.

CONSENT AGENDA:

Mrs. Johnson called for a motion to approve the Consent Agenda. Nick Mavrikas moved to approve the motion; Heather Kasten seconded the motion. All agreed; the motion passed.

FINANCIALS FOR NOVEMBER AND DECEMBER 2019:

Lorrie Liang discussed November's financials noting that net income is \$6,573.19 and that we are over budget by \$19,000 for the month.

- Employee related costs are under budget by \$3,405.06.
- VSC budgeted gross revenue of \$169,000 in digital sales from Miles.
- Partner dues are over budget by \$2,276.92.
- FY 20 YTD Private Sector Funding revenue is \$100,008.91 vs. \$109,627.51 at FY 19 YTD.
- YTD FY 20 net loss is \$14,077.94 vs. YTD FY 19 net income was \$4,845.03.

Ms. Liang then discussed December's financials noting that net loss for December is \$314.60, which is under budget by \$14,589.76 for the month.

- Employee related costs are under budget by \$22,431.86.
- VSC budgeted gross revenue of \$169,000 in digital sales from Miles.
- Partner dues are over budget by \$3,572.84.
- FY 20 YTD Private Sector Funding revenue is \$151,482.28 vs. \$159,868.36 at FY 19 YTD.
- YTD FY 20 net loss is \$14,392.54 vs. YTD FY 19 net loss was \$649.60.

Johnson called for a motion to approve the November and December financials. Richard Russell moved to approve the financials; Nick Mavrikas seconded the motion. All agreed; the motion passed.

APPROVAL OF VSC 990 & 990-T:

Chair, Johnson called for a motion to approve the 990 & 990-T. Nick Mavrikas moved to approve the motion; Lori Ruth seconded the motion. All agreed; the motion passed.

UPDATE FROM VSC SPORTS TEAM:

Director of Sports Shelby Connect and Sports Events & Sales Coordinator, Allison Jones provided an updated from the VSC Sports Team.

VSC RECOMMENDATION TO THE TDC ON MOTE AQUARIUM:

President Haley discussed the memorandum that will be presented to the Tourist Development Council related to recommended promotion opportunities for the County to include in the Mote Aquarium agreement. The Board asked Ms Haley to follow up with the County to shared VSC Board expertise on fundraising details for non-profit capital projects.

AUTISM-FRIENDLY DESTINATION:

President Haley presented a presentation on how Sarasota County can become an Autism-Friendly Destination.

APPROVAL OF NEW PARTNERS FOR DECEMBER

By consensus the Board approved the new partners for December.

The meeting adjourned at 9:02am.