

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
January 13, 2022, 8:30 a.m.

DIRECTORS PRESENT:

Nick Mavrikas, Rick Konsavage, Kara Morgan, Lori Ruth, Michael Granthon, Christine Johnson, Anne Frescura, John LaCivita, Richard Russell, Tim Self, Gil Reyes

EXCUSED ABSENCE: Lorrie Liang, Ron Cutsinger

GUEST PRESENT: HBK, Teal Strammer and Clint Smith; Downs & St Germain, Phillip Downs and Joseph St Germain

STAFF PRESENT:

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

The meeting was called to order at 8:31 a.m. by Chair, Nick Mavrikas.

Amanda Kelderman, Meetings & Sales manager discussed new meetings and sales trends.

CONSENT AGENDA:

Chair Mavrikas called for a motion to approve the Consent Agenda. Richard Russell moved to approve the motion; Lori Ruth seconded. All agreed; the motion passed.

PRESENTATION OF THE 2021 AUDIT:

Teal Strammer and Clint Smith of HBK presented the 2021 VSC audit report. Chair Mavrikas called for a motion to approve the audit. John LaCivita moved to approve the motion; Richard Russell seconded the motion. All agreed; the motion passed.

FINANCIALS FOR NOVEMBER 2021:

Director of Finance, Andrea Hunt discussed the November financials noting that November is over budget by \$16,000 for the month.

- Employee related costs are under budget by \$18,698.36
- VSC budgeted gross revenue of \$145,000 in digital sales from Miles. As of November, Miles has cumulatively sold \$18,821.00 of digital advertising which represents 13% of the budgeted revenue.
- Partner dues are under budget by \$2,148.50.
- FY 22 YTD Private Sector Funding revenue is \$65,722.20 vs. \$49,158.07 at FY 21 YTD.
- YTD FY 22 net income is \$16,100.48 vs. YTD FY 21 net loss was \$877.03.

Mavrikas called for a motion to approve the November Financials. Richard Russell moved to approve the motion; Lori Ruth seconded the motion. All agreed; the motion passed.

PRESENTATION OF FY 2021 VSC ECONOMIC IMPACT REPORT:

Downs and St Germain presented the Economic Impact Report.

PRESIDENT'S REPORT:

President Haley recommended moving the annual report to the February Board of Directors meeting,

NEW PARTNERS:

Mavrikas asked for approval of new partners for November. Lori Ruth moved to approve the new partners; John LaCivita seconded the motion. All agreed; the motion passed.

The meeting adjourned at 9:26 a.m.