

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
June 17, 2021, 8:00 a.m.

DIRECTORS PRESENT:

Christine Johnson, Sondra Guffey, Rick Konsavage, Ann Frescura, Richard Russell, Steven High, Nick Mavrikas, Tim Self, Mike Moran, and Lori Ruth.

EXCUSED ABSENCE: Tim Self, Lorrie Liang, and Sondra Guffey

GUEST PRESENT: Phillip Downs, and Erin Dinkel

STAFF PRESENT:

Virginia Haley, Andrea Hunt, Kelly Defebo, Erin Duggan, Shelby Connett, Carolyn Perry, Nate Sweetman and Shantel Norman.

The meeting was called to order at 8:05 a.m. by Chair, Christine Johnson

President Haley introduced Carolyn Perry as the new Industry Development Manager and new staff member, Nate Sweetman, Communications and Public Relations Coordinator.

CONSENT AGENDA:

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

FINANCIALS FOR APRIL 2021:

Director of Finance, Andrea Hunt presented the April financials noting that net income for the month is \$22,000 due to the full month of PPP funds. Hunt added that we will have exhausted all of the PPP in early May.

- Employee related costs are under budget by \$48,011.11. We are looking to fill one more position.
- VSC budgeted gross revenue of \$117,000 in digital sales from Miles. As of March, Miles has cumulatively sold \$48,109 of digital advertising which represents 41.1% of the budgeted revenue.
- Partner dues are over budget by \$3,856.21.

Andrea informed the board that we are out for RFPS for our audit. It will be due July 1.

Johnson called for a motion to approve the April Financials. Richard Russell moved to approve the motion; Nick Mavrikas seconded the motion. All agreed; the motion passed.

PREPARATION FOR SEPTEMBER BOARD RETREAT:

Down's & St Germain presented stats for the September Board of Directors Retreat.

PRESIDENT'S REPORT:

Haley reviewed the presidents report and reminded the Board of VSC 40th Anniversary Luncheon on October 6.

NEW PARTNERS:

Johnson called for a motion to approve the new partners. Tim Self moved to approve the motion; John LaCivita seconded the motion. All agreed; the motion passed.

Chair Christine called for a brief executive session.