

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
March 18, 2021, 8:00 a.m.

DIRECTORS PRESENT:

Lorrie Liang, Sondra Guffey, Rick Konsavage, Ann Frescura, Richard Russell, John LaCivita, Steven High, Nick Mavrikas, Tim Self, Mike Moran, and Lori Ruth.

EXCUSED ABSENCE: Christine Johnson and Gil Reyes

STAFF PRESENT:

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

The meeting was called to order at 8:00 a.m. by Vice -Chair, Nick Mavrikas

Content Coordinator, Adam Cellini provided an information on how VSC uses Crowdriff Marketing Software Platform.

CONSENT AGENDA:

Vice-Chair, Mavrikas called for a motion to approve the Consent Agenda. Lorrie Liang moved to approve the motion; Rick Konsavage seconded. All agreed; the motion passed.

FINANCIALS FOR JANUARY 2021:

Director of Finance, Andrea Hunt presented the January financials noting that net income for the month is \$45,900 and over budget by \$48,352.

VSC receivables are low, and reimbursements are being collected at reasonable time.

Hunt added that we opened an account with Gulfside Bank and that we received the PPP loan in February. We should start seeing savings in Feb – April.

Mavrikas called for a motion to approve the January financials. Tim Self moved to approve the motion; Ann Frescura seconded the motion. All agreed; the motion passed.

BRAND DEPARTMENT UPDATE

Vice President, Erin Duggan provided an update on the Brand Department.

HOUSING BUREAU UPDATE

Director of Sports, Shelby Connett provided an update on the Housing Bureau noting that we will utilize Friends of Sarasota County Visitor Services, an existing 501(c)3, to perform housing management for events in need of this service. Connett asked for approval of VSC Donation of \$25,000 to Friends of Sarasota County Visitor Services for start-up costs.

Nick called for a motion to approve the donation of \$25,000 to Friends of Sarasota County Visitor Services. John LaCivita moved to approve the motion; Lori Ruth seconded the motion. All agreed; the motion passed.

WELCOME TO SARASOTA COUNTY MONUMENT OR SIGNAGE

Virginia and Erin discussed the concept of a Welcome to Sarasota County monument.

PRESIDENT'S REPORT:

Haley reviewed the presidents report.

NEW PARTNERS:

Mavrikas called for a motion to approve the new partners. Sondra Guffey moved to approve the motion; Richard Russell seconded the motion. All agreed; the motion passed.

The meeting adjourned at 9:07 a.m.