

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

DIRECTORS PRESENT:

Rick Konsavage, Mike Moran, Nick Mavrikas, Lorrie Liang, Tim Self, Christine Johnson, Richard Russell, John LaCivita, Kara Morgan, Mike Granthon, Ann Frescura and Gil Reyes.

EXCUSED ABSENCE: Lori Ruth

STAFF PRESENT:

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

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

Nate Sweetman presented the VSC Moment, VISIT FLORIDA Adventure Fam video.

Kelly Defebo introduced VSC new Sales and Marketing Coordinator, Lani DeJesus.

CONSENT AGENDA:

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

FINANCIALS FOR SEPTEMBER 2021:

Director of Finance, Andrea Hunt presented the September financials noting that September had a net loss of \$69,000. The loss was due to:

- Payment of \$25,000 to Friends
- Payment for Board Retreat Facilitator
- VSC ran out of management fee reimbursement from County, so VSC had to pay the remaining amount.

Highlights for the year:

- \$55,000 net income for the year
- \$25,000 additional income which we were able to donate to friends.
- \$83,000 over projected FY 21 Budget

As of November, all reimbursement for FY 21 have been received.

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

HOTEL PARTNERSHIP REVISION

Director of Sales, Kelly Defebo presented the draft partnership restructure. Lorrie Liang moved to approve the partnership tiered model. There was consensus to keep the tiered model.

VSC BOARD 2 YEAR TACTICS:

President Haley discussed the Board's Priorities and Tactics. Nick Mavrikas called for a motion to approve the tactics. Richard Russell moved to approve the motion; Christine Johnson seconded the motion. All agreed; the motion passed.

6th PENNY DISCUSSION:

Haley updated the board on the 6th penny sales tax.

FY 2022 CONTRACT AMENDMENT REQUESTS FOR AIRPORT AND INTERNATIONAL BUDGET:

Haley presented the new airport and international budgets. Nick Mavrikas called for a motion to approve the budgets. Commissioner Mike Moran abstained from voting. Christine Johnson moved to approve the motion; Kara Morgan seconded the motion. All agreed; the motion passed.

NEW PARTNERS:

Mavrikas asked for approval of new partners for September. Christine Johnson moved to approve the new partners; Kara Morgan seconded the motion. All agreed; the motion passed.

The meeting adjourned at 9:15 a.m.