

VISIT SARASOTA COUNTY  
BOARD OF DIRECTORS MEETING MINUTES  
October 15, 2020, 8:00 a.m.

**DIRECTORS PRESENT:**

Lorrie Liang, Nick Mavrikas, Christine Johnson, Sondra Guffey, Al Maio, Lori Ruth, Rick Konsavage, Ann Frescura and Tim Self.

**EXCUSED ABSENCE:** Richard Russell, Al Maio, Gil Reyes

**GUESTS PRESENT:**

Nicole Rissler, Christian Zeigler, and Scott Jalwan

**STAFF PRESENT:**

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

The meeting was called to order at 8:03 a.m. by Chair, Christine Johnson. Mrs. Johnson introduced the new Board members.

Shantel Norman provided an update on The Mural Project at Lido Beach Pavilion.

**CONSENT AGENDA:**

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

**SARASOTA COUNTY SPORTS TOURISM STRATEGY:**

Nicole Rissler, Director of Sarasota County Parks & Natural Resources presented the Sarasota County Sports Tourism Development Strategy Report.

President Haley presented a memorandum for VSC Board communication to the Board of County Commission regarding support and recommendations for next steps in developing sports tourism strategy.

Johnson called for a motion to approve the sports tourism recommendations to the BCC. Lorrie Liang moved to approve the motion; Nick Mavrikas seconded the motion. All agreed; the motion passed.

**FINANCIALS FOR AUGUST 2020:**

Director of Finance, Andrea Hunt presented the August financials noting that August net income is approx. \$14,000 but under budget by \$10,000 for the month.

Year to Date net income is approx. \$69,000 due to:

- Employee cost savings of \$177,000
- Private revenue under budget by \$139,000
- Operating expense under budget by \$52,000 (VSC reacted to COVID immediately and was able to reduce expenses).

Hunt discussed the VSC County Contract noting that VSC has saved money on the contract and is at 63% of the total annual budget. There is approximately \$1.9 million unspent through August.

Christine called for as motion to approve the August financials. Tim Self moved to approve the motion; Lorrie Liang seconded the motion. All agreed; the motion passed.

**BOARD GOALS FOR FY 2020 & 2021:**

Haley discussed the Board Strategy for FY 2020 - 2021. There was a discussion about the wording of the VSC mission statement followed by consensus from the Board on the VSC Board Strategies for the new fiscal year.

**BOARD COMMITTEE ASSIGNMENTS:**

Haley reviewed the Board committee assignments for fiscal year 2021.

**PRESIDENT'S REPORT:**

Virginia discussed the Airline Incentives Marketing Funds and how our money is spent to promote flights in different cities.

The meeting adjourned at 9:02 AM.