

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
October 21, 2021, 8:00 a.m.

DIRECTORS PRESENT:

Rick Konsavage, Nick Mavrikas, Lorrie Liang, Tim Self, Christine Johnson, Richard Russell, and John LaCivita, Kara Morgan, Mike Granthon and Lori Ruth.

GUEST PRESENT: TJM Communications

EXCUSED ABSENCE: Ann Frescura, Gil Reyes, Mike Moran

STAFF PRESENT:

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

The meeting was called to order at 8:01 a.m. by Chair, Nick Mavrikas. Mavrikas asked all Board members to introduce themselves.

Erin Duggan introduced VSC new PR Firm, TJM Communications.

CONSENT AGENDA:

Chair Mavrikas called for a motion to approve the Consent Agenda. Lorrie Liang moved to approve the motion; Kara Morgan seconded. All agreed; the motion passed.

FINANCIALS FOR AUGUST 2021:

Director of Finance, Andrea Hunt presented August financials noting that net income for the month of August is \$11,500. Hunt discussed the balance sheet noting:

- Cash Flow is doing well. \$767,000 in County receivables which is common for this time of year.
- We recently received \$209,000 in reimbursements so cash flow is positive.
- VSC Purchased new computers in August and will need to purchase more in FY 2022
- Next month we will be closing out our fiscal year.

Mavrikas called for a motion to approve the August Financials. Tim Self moved to approve the motion; John LaCivita seconded the motion. All agreed; the motion passed.

VSC FY 2022 BOARD OF DIRECTORS PRIORITIES

President Haley, discuss the Boards priorities for FY 2022

VSC NEW PARTNERSHIP PROGRAM:

Directors of Sales, Kelly Defebo presented the new partnership program. There was consensus to bring the partnership program back at the next morning.

PRESIDENT'S REPORT:

President Haley presented the new dates and times of VSC Board meetings and informed the Board that we will be sending out a survey. Haley also informed the Board that the EDC may be sharing a space with VSC in the coming year. She also noted that the EDC has a Task Force exploring future structural options for the EDC and that one of the options on the table would be a merger with VSC.

NEW PARTNERS:

Mavrikas asked for approval of new partners for August. Christine Johnson moved to approve the new partners; John LaCivita seconded the motion. All agreed; the motion passed.

The meeting adjourned at 9:05 a.m.