

VISIT SARASOTA COUNTY
BOARD OF DIRECTORS MEETING MINUTES
September, 17 2020, 8:00 a.m.

DIRECTORS PRESENT:

Pat Moreo, Lorrie Liang, Nick Mavrikas, Christine Johnson, Heather Kasten, Sondra Guffey, Russell Matthes, Richard Russell, Al Maio, Steven High, Gil Reyes, Lori Ruth, and Varinia Van Ness and Nick Mavrikas.

GUESTS PRESENT:

Jonathan Lewis, Steve Botelho, and staff

STAFF PRESENT:

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

The meeting was called to order at 8:03 a.m. by Chair, Christine Johnson.

Britney Guertin provided an update on VSC Social Media Wins.

CONSENT AGENDA:

Chair Johnson called for a motion to approve the Consent Agenda removing the Miles Renewal for Traditional and Digital Media.

Christine called for a motion to approve the consent agenda. Nick Mavrikas moved to approve the motion; Sondra Guffey seconded. All agreed; the motion passed.

Virginia called attention to the Amendment for Sales of VSC Services for Miles Media Group. The VSC purchasing policies allow for extension of agreements by the Board beyond the original period. This represents the 5th year for this agreement and would be the final year, as it will go out for RFP in spring 2021.

Christine called for a motion to approve the July financials. Sondra Guffey moved to approve the motion; Pat Moreo seconded. All agreed; the motion passed.

RENEWAL OF DISCRETIONARY SALES SURTAX FOR INFRASTRUCTURE:

Sarasota County Administrator, Jonathan Lewis, Assistant County Administrator/Chief Financial Management Officer, Steve Botelho presented the new infrastructure.

ELECTION OF BOARD OF DIRECTORS FOR FY 2021:

Christine called for a motion to approve the FY 2021 Board of Directors noting that one more Board member will be added to the vacant position. Richard Russell moved to approve the motion; Lorrie Liang seconded. All agreed; the motion passed.

APPRECIATION PRESENTATION TO DEPARTING BOARD MEMBERS:

Haley thanked Board members, Heather Kasten, Varinia Van Ness, Russell Matthes, and Pat Moreo for their service on the VSC Board.

FINANCIALS FOR JULY 2020:

Director of Finance, Andrea Hunt discussed July's financials noting that net income is \$38,000 and we are over under budget by \$50,000.

- Partner Revenue is \$300 under budget. We are working with partners to provide payment plans for dues.
- Employee related costs are under budget by \$146,900 due to many positions being vacant most of the year.
- Regarding the County contract, VSC is at 50% spent noting that VSC reacted quickly to Covid and has been cost conscious with the County funds.
- Miles sales have been minimal for the year but the newest report for April shows \$6,000 in digital sales.

Hunt also noted that we are in good cash flow.

Johnson called for a motion to approve the July financials. Nick Mavrikas moved to approve the motion; Lorrie Liang seconded the motion. All agreed; the motion passed.

PRESIDENT'S REPORT:

President Haley updated the Board on our CARES act proposal. Haley asked Richard Russell to provide an update on the Arts CARES act proposal.

Virginia informed the Board that four VSC staff members will voluntarily help Sarasota County businesses with applications, if needed. Virginia also asked for approval for VSC to apply for the CARES act funds. There was consensus from the Board for VSC to apply for the CARES acting.

APPROVAL OF NEW PARTNERS FOR JULY:

Johnson called for approval of the new partners for July. Richard Russell moved to approve the new partners; Nick Mavrikas seconded the motion. All agreed; the motion passed.

APPROVAL OF PRESIDENT'S ANNUAL EVALUATION:

The Executive Committee presented its recommendation on the President's annual evaluation. The Board discussed the voluntary pay cut and elimination of the bonus which the President took in response to Covid-19 financial pressures. It is the desire of the Board to record and recognize the shortfall and pay the President in future years when the financial status is more secure. The Board directed the Chair to speak with the CPA firm on how best to handle such a transaction. There was consensus of the Board to proceed in this manner and present the President with a written letter memorializing this wish.