

**Sarasota Convention & Visitors Bureau
Minutes of Board of Directors Meeting
April 6, 2011**

Present: Mark Becker (7/7); Jay Schrock (7/7); Richard Bradshaw (7/7); Susan Danis (6/7); Kumar Mahadevan (6/7); Laura Williams (7/7); Commissioner Carolyn Mason on behalf of Comm. Barbetta (4/4); Trent Young (6/7); Paige Hartmann (6/7); Michael Klauber (4/7); Leslie Power (5/7); Scott Busby (1/1); Christopher Rolle (1/1).

Excused Absence: Larry Fineberg (5/7).

Staff in attendance: Virginia Haley, Stephanie Grosskreutz, Anne Zavorskas, Bernadette Gottschalk, Bob Horn and Janis Holland.

At 8:02 AM Chairman Mark Becker called the meeting to order. He introduced new Board member Scott Busby, the President and CEO of Charter One Hotels & Resorts, Inc. The Board members introduced themselves to Mr. Busby. The Chairman then recognized Kumar Mahadevan on the occasion of his 25th anniversary at Mote Marine Laboratories. Dr. Mahadevan said the thing he is most proud of during his tenure at Mote is the people who work there, noting that Virginia Haley once had been a part of the Mote organization. The Chairman noted a change in the order of the Agenda. New Board member Christopher Rolle, Senior Vice President of BB&T, arrived and was introduced to the Board.

Consent Agenda:

The Chairman proceeded to the Consent Agenda. Virginia Haley explained the issue of only Sarasota County nominees being eligible for National Tourism Week awards and asked the Board to approve the list presented in the Board packet with the exception of the Front of the House, Lodging. That award will go to the Sarasota County runner-up nominee.

Trent Young moved to approve the National Tourism Week award winners, as amended above; Richard Bradshaw seconded the motion. The motion passed.

Richard Bradshaw asked about the Board's position on the Festival Steering Committee. Virginia Haley explained that the Board's original position was that the one-time \$1 million should be invested in Arts marketing. The current situation is the Board of County Commissioners has given the Sarasota County Arts Alliance two additional months to come up with a business plan.

Richard Bradshaw moved to approve the Consent Agenda; Jay Schrock seconded the motion; the motion passed.

Destination Advertising Campaign:

Anne Zavorskas, Director of Marketing & Sales, introduced the Chappell Roberts team of Erin Gray, who manages strategy, and Sarah Tildsey, who handles creative work, on behalf of the SCVB. Ms. Zavorskas pointed out since 2008 Sarasota County has grown market share 10.8

percent. She reviewed where the advertising started in 2008, where we currently are, and the research that went into crafting the new advertising campaign components of target market and messaging, brand identity, niche audiences and messaging points for each of them. She then turned the presentation over to the Chappell Roberts team who introduced the new logo and the 'Colors of Sarasota' advertising plan, giving examples of possible advertising for print, website appearance, web advertising and television ads. The Chappell Roberts team talked about the importance of brand consistency, using Target as an example. The Colors ad campaign will utilize photography garnered from the Sarasota's Got Talent promotion, where photographs and writing are being submitted to the SCVB to win prizes. These photos and stories can be used for advertising as well as web content and hopefully can showcase all facets of Sarasota County. To date the submissions have been of very high quality.

Board member comments on the new advertising campaign were:

- brilliant
- truly gorgeous
- Gulf Coast tagline is good
- there will be people who won't like it, but it will resonate with visitors
- contact Mote for stock footage of dolphins, turtles, manatees
- where is the golf?
- shopping shots are engaging
- completely outdoor weddings are very popular
- make color palettes consistent throughout everything SCVB does, all invitations, web appearance, etc.

There was a question about the place of the arts groups in this, and Virginia Haley noted that the arts groups have retained their own ad agency. Susan Danis pointed out that the arts groups feel they need to have their own cultural voice. Ms. Haley would like to see their advertising be compatible with the destination advertising so it does not dilute the destination message.

Financial Matters:

Jay Schrock reported that the February financials show income ahead of budget, ratios good, and financials look great. Kumar Mahadevan moved to approve the February financials; Richard Bradshaw seconded the motion. The motion passed.

President's Report:

Trent Young asked when the report on Visitor Services from Young Strategies would be received. Stephanie Grosskreutz advised it should be done in June and the SCVB will make a presentation about it to the TDC.

Virginia Haley directed the Board's attention to her memo regarding the North Port Big League Dreams baseball stadium issue and the SCVB's willingness to assist with a feasibility study for it. Subsequent to her memo, the private developer has recharacterized its proposal, most likely negating the need for the SCVB to fund a portion of a feasibility study. Ms. Haley will advise the Board if she receives additional information on this proposed project.

Ms. Haley then called the Board's attention to an important issue before the state legislature – proposed legislation to dissolve VISIT FLORIDA as a public-private partnership for destination marketing. The proposed legislation would change VF to an advisory committee status and fold it into a jobs department in the Florida state government. The legislative proposal comes from Florida State Senator Gates, but is being driven by the Governor.

SCVB Marketing Funds Next Steps:

Chairman Becker noted that the SCVB will make a presentation to the Board of County Commissioners on May 25th in support of continuation of the marketing funds set to end in 2012. As soon as the second quarter numbers are in (later in April), the SCVB will prepare its presentation and will forward it to Board members for comments and input. This will need to be done by email because the Board of County Commissioners requires presentation material to be submitted to it well in advance of the presentation date. The Chairman asked Board members to be on the lookout for the email requesting input and to respond to it promptly. Further, he noted that the TDC is supportive but wants to see numbers. In response to a query, Mr. Becker noted that as many Board members as possible should attend, along with members of the Board Advisory Committees.

Discussion regarding office space:

Chairman Becker noted that the Executive Committee met regarding new office space. Stephanie Grosskreutz talked about some issues regarding the space she looked at with Larry Fineberg, noting that there is no budget for office space build-out. Also, there is the possibility of the negative perception of the SCVB upgrading its offices in difficult economic times. Mr. Fineberg recommends contacting the owner of 1517 State Street with a request for a rent waiver equal to the cost of build-out. Ms. Grosskreutz noted that this building has no parking facilities. The Board consensus was that the committee should take one more stab at negotiating for office space at 1517 State Street to see if it would be economically feasible.

In closing, the Chairman called the Board attention to the upcoming National Tourism Week Awards event at Ed Smith Stadium and asked Board members to consider sponsorship of it by their businesses.

There being no other business, the Chairman adjourned the meeting at 9:32 AM.