

**VCB Board of Director's Meeting Minutes  
Hilton Historic St. Augustine Bayfront  
April 1, 2009 – 1:30 p.m.**

**Present:** Sandra Adkins, Robin Burchfield, Charles Cox, John Johnson, Irving Kass, Barbara Nailler, Tina Puckett, Ron Sanchez, Mark Schwantner, KiKi Tovey, Paul Williamson, Barbara Wilson, Gordon Young

**Absent:** John Baird, Kathy Fleming, John Fraser, Errol Jones, David Marriotti, Christine McMillan, Bob O'Neill, Jennifer White

**Staff Present:** Lori Driscoll, Jay Humphreys, Dena Masters, Brian London, Evelyn Vazquez, Barbara Golden

**Meeting called to order by Charles Cox.**

**Approval of Minutes:** Mark Schwantner made a motion to approve the minutes of December 3, 2008, as presented. Motion was seconded by Barbara Nailler. Approved unanimously.

**Treasurer's Report:** Glenn Hastings presented the February 2009 financial reports. Hastings explained how the financials are paid and reimbursed by the County. Hastings reviewed the FY2009 amended budget and the FY2010 proposed budget. Hastings advised the TDC Finance Committee will be meeting to review the suggested changes and make other recommendations if necessary.

**Executive Director's Report:** Glenn Hastings announced that PGAV Destination Consulting will be presenting the Phase 1 findings on April 21, 2009 at the BCC Meeting, followed by another meeting at 2:00 p.m. at the St. Johns County Convention Center. This will provide an opportunity for input on the summary of findings.

Hastings advised the \$5,000 for the Homeless Coalition Commission has been matched, therefore the VCB will be making their contribution of \$5,000.

Jay Humphreys and Barbara Golden reported on the 2009 New York Media Reception, and reported on the stories or publications that will be running stories as a result.

Lori Driscoll presented an overview of the 2<sup>nd</sup> quarter on advertising.

Glenn reported on the SAPVB.org website and distributed samples pages and summary reports.

**Executive Committee Report:** Charles Cox discussed the list of partners that were being dropped. Cox advised of new partnership applications that were approved: Pirate Portraits 'N Treasurers, Marsh Creek Country Club, The Prince of Wales Restaurant, Mint Magazine, The Penny Farthing Inn. Discussion was held on the partners that were being dropped and Cox advised the executive committee reviewed and contacted businesses on the list just to make sure there was not an oversight. John Johnson made a motion to remove the partners from the partnership list. Motion seconded by Barbara Nailler. Motion approved.

**Other Reports:**

Commissioner Sanchez reported on County budget cuts that were made previously due to putting money into reserves and the possible increase in millage rates.

Robin Burchfield advised Governor Crist will be speaking at the Chamber's Business Expo and if anyone is interested in attending there are still tickets available.

Mark Schwantner reported the Renaissance received the renovation of the year award, due to the renovations that were made last year.

Meeting adjourned at 4:00 p.m.