

**VCB Board of Director's Meeting Minutes
San Sebastian Winery
February 4, 2009 – 1:30 p.m.**

Present: Sandra Adkins, Robin Burchfield, Charles Cox, Kathy Fleming, John Fraser, John Johnson, Irving Kass, David Mariotti, Christine McMillan, Bob O'Neill, Tina Puckett, Ron Sanchez, Mark Schwantner, KiKi Tovey, Paul Williamson, Barbara Wilson, Gordon Young

Absent: John Baird, Errol Jones, Barbara Nailler, Jennifer White

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

Meeting called to order by Charles Cox.

Approval of Minutes: Paul Williamson made a motion to approve the minutes of the December 3, 2008 meeting. Motion was seconded by Bob O'Neill. Approved unanimously.

Treasurer's Report: Bob O'Neill reviewed the December financial reports. O'Neill advised bed tax collections continued to be down and Glenn Hastings and staff are monitoring closely.

Executive Committee Report: Charles Cox reviewed the Executive Committee Meeting and advised of new partnership applications that were approved: The Kenwood Inn, Money Pages, inc., Florida Agricultural Museum, Crescent Silver Sands, Inc., Hue Design & Photo, Inc. Cox also discussed a list of partners that have not paid and advised the Executive Committee will be contacting the partners to see if it was an oversight.

John Regan, Chief Operations Officer reported on the Homeless Coalition and the need for a homeless shelter or facility. Regan reported the United Way has committed \$10,000 to start the master plan if they could get community support for the same amount. The United Way has also agreed to provide staff support for the Homeless Coalition Commission to do meeting organization and minutes or whatever else is needed. Regan explained the purpose of the master plan is to identify the key things that should be funded and to help identify types of opportunities to raise funds. Kathy Fleming made a motion to provide \$10,000 of the \$40,000 that was allocated to match the United Way to get the plan started. Motion was seconded by Barbara Wilson. Discussion was held on if there were any other commitments at this time and what the \$20,000 would be used for. Regan advised it will be used for a staff person to implement or get the process going and that the United Way Commission would oversee the account. Kathy Fleming amended the motion to include that there is accountability. Irving Kass reminded the board that the money allocated from the VCB has to strictly come from the VCB budget and not the Category 1 TDC funds. Previous motion withdrawn. Kathy Fleming amended the motion to give \$5,000 to match United Way contribution of \$10,000 if the City can find an additional sponsor to match the dollar for dollar match to match the other \$5,000 and provided that someone can come back and give status reports and accountability over the next 15 or months. Motion seconded by Bob O'Neill. There was discussion that before other commitments can be done with the remaining money a scope or work and time line needs to be presented to the VCB. Motion approved unanimously.

Jay Humphreys discussed the upcoming New York Media tour that is scheduled for March 4 – 5, 2009.

A representative from the PACT Coalition announced upcoming presentations on teenaged drinking.

Irving Kass reported that individual leisure and group travel is keeping his business steady.

Christine McMillan advised that the restaurants associated with SARA are seeing declines but are trying different things and working together to keep business going.

Gordon Young reported on EMMA Concert season.

Meeting adjourned at 4:00 p.m.