



**MALC Board of Directors Meeting Minutes
In Person & Zoom
4:00 PM**

January 19, 2023

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Margo Gilbert – Downtown Mobile Representative
Duncan Millar – West Mobile Representative
Judi Gulledge – Attractions Representative
Hunter Omainsky – Restaurant Representative

Voting Board Members Not in Attendance:

Pinal Patel – Tillman’s Corner Representative
Raj Desai – Tillman’s Corner Representative
Ken Patel – Downtown Mobile Representative
OPEN – West Mobile Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Emily Gonzalez – Visit Mobile
Charlotte Keel – Visit Mobile
Patty Kieffer – Visit Mobile
Meredith Turncliff – Visit Mobile

Meeting Called to Order by Kent Blackinton at 4:04 PM.

Approval of Minutes from the November 17, 2022 meeting.

Duncan Millar motioned. Margo Gilbert seconded. A unanimous vote of approval followed.

Financial Report by Bobby Hall:

- Financials as of December 31, 2022
*Kent Blackinton motioned to approve Financials. Duncan Millar seconded.
A unanimous vote of approval followed.*

Nominating Committee for Board Member Replacement

West Mobile Representative | Serve remaining portion of term ending in October 2023
The Nominating Committee proposed Aaron Watz – Director of Sales, Mobile Marriott

Hunter Omainsky motioned. Margo Gilbert seconded. A unanimous vote of approval followed.

TID Hotels – Collections & Property Addresses

David will setup meeting with Bob Holt – City of Mobile

Marketing Update by Emily Gonzalez

- Will email presentation to Board members
- SEM performing well
- CTV/OTT will start soon – Mobile is For... video
- Several upcoming Press Trips
- Sponsored Media Ads – Alabama magazine & Good Grit magazine
- Virtual Tours – suggested opening this up to Attractions
- USA Today Ad | Black History Month – Black Heritage

Year End Recap to the City of Mobile

- Bobby Hall will follow up on this.

Future Meeting Dates

February – No meeting

March 16, 2023

Open Discussion

- Kiosk | Need to revisit – integration of Visit Mobile website.
- Conflict of Interest Form – Confirm when the forms were last completed.

Meeting Adjourned at 5:13 PM by Kent Blackinton.