



MALC AGENDA

FIRST BOARD OF DIRECTORS MEETING

November 5, 2020

4:00PM

Visit Mobile Board Room

- I. **Call to Order**-Meeting called to order by Kent at 4:04
- II. **Introductions**-Present were Emily Gonzales, Duncan Millar, Kent Blackinton, Margo Gilbert, Teresa Floyd, Bobby Hall, Raj Desai and Judy Gulledge. All said a quick introduction. Ken Patel arrived after introductions.
- III. **Approval of 10.15.20 Minutes**-Motion by Judy, second by Margo
- IV. **Presentation of BOD Binder**-Kent explained all the tabs in the binder. Some will be filled in as we go along.
- V. **Review High Level responsibilities of BOD**-We receive money from the city collection of the TID and follow the District Management plan used to set thing up for the spending of the funds. Participation of the board is key for us to be successful.
- VI. **Establish Meeting Dates, Times & Frequency**-There was a discussion of the next meeting that was decided to be the Annual Meeting. November 19th was decided as the date for this. The budget will be presented at this meeting and at the Convention Center open to all. December 3rd will be the next one to avoid holiday schedules. The marketing spend will be the primary discussion at this meeting. January 21st will be the next meeting after December. From there we may go to every other month on meetings for now.
- VII. **Review Insurance Coverage & Approve** – The Roux Company LLC-Individual protections for the corporation board. Teresa motioned to approve, Judy seconded. Unanimous vote to accept.
- VIII. **Approval of Attorney on Retainer** – Preston Bolt, Hand Arendall-It was discussed that it would not be bad to have one on retainer. Preston has been very involved with the TID process and quite aware of how things work. He can help amend the bylaws as needed.

- Fee would be about \$5,000. Discussion was positive. Motion to accept putting Preston on retainer by Duncan and seconded by Judy. Motion passed unanimously.
- IX. **Review CPA Roles and responsibilities**-Pretty much the same information as discussed last meeting. There have been talks about expanding the role in the near future. We discussed how to disperse the funds in the future. It was mentioned by Bobby that they have insurance for his employee conduct as well that is an extra level of protection.
- X. **Review Hotels past due discussion on delinquent payments penalty/interest/liens/city audit**-No exact details yet on this. City will have the ability to penalize late payments as set by the DMP. All collection of the fees is done in the online payment portal for taxes. There will be work done to get the list of properties with past due payments and an effort will be taken to contact them and get things moving. As properties get caught up the payments should be pretty consistent to what the totals are for collection.
- XI. **Recommend to amend the following to MALC By-Laws** – possible hold over-Held over to next meeting.
- XII. **Conflict of Interest Policy & Disclosure of Business Relationship BOD to sign**-See attached for disclosure statements. All board members will read and sign then return to be on file.
- XIII. **Marketing Plan Overview**-Emily discussed. Basically, things are the same as were presented in last meeting.
- XIV. **Approve FY 2021 Budget**-As presented at last meeting. Books will be kept on a cash basis not on payables. There will be a blast sent out to all hotels about collections. Marketing committee will meet before December meeting. Motion to approve budget by Duncan, seconded by Teresa. Motion passed with unanimous vote.
- XV. **Discussion 1st Capital commitment**-See attached list for possible projects. It was mentioned that there is no concession stand or any permanent bathrooms at the soccer complex and that would be a very worth while project. The entry into Tillman’s Corner was also discussed as a nice addition to the area. The committee will discuss more in detail when it meets.
- XVI. **Committee Nominations** –Chair + 4 members review expectations
- a. **Finance Committee**-Teresa is chair. Ken will also serve on this committee.
 - b. **Marketing Committee**-Emily will chair. Duncan and Raj will serve. Discussed that Shannon Harris may be a good one to have on the committee as well as Willie from the Perdido Queen.
 - c. **Capital Committee**-Margo will chair. No others have asked to be on this committee as of yet.
 - d. **Nominating Committee**-We will work on filling this one as we get further into things. No need for the near future.
- XVII. **Adjourn**-Meeting adjourned at 5:27 by Kent.



Proposed Capital Projects FY 2021 - \$172,440 + \$46,440 (Carry Over 2020) = \$218,880

1. Tillman's Corner Gateway Entrance
2. Soccer Complex – Pavilion, Lighting, Signage
3. Wayfinding Signage
4. Attractions uniform Ticket Sales
5. SCAD