



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

September 14, 2023

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Judi Gulledge – Attractions Representative
Ken Patel – Downtown Mobile Representative
Aaron Watz – West Mobile Representative
Duncan Millar – West Mobile Representative

Voting Board Members Not in Attendance:

Margo Gilbert – Downtown Mobile Representative
Pinal Patel – Tillman's Corner Representative
Hunter Omainsky – Restaurant Representative
Raj Desai – Tillman's Corner Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Cory Penn – City of Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Charlotte Keel – Visit Mobile
Patty Kieffer – Visit Mobile
Tom White – Visit Mobile
Tara Lawson – Visit Mobile

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

Approval of Minutes from the August 7, 2023, meeting.

*Judi Gulledge motioned. Kent Blackinton seconded.
A unanimous vote of approval followed.*

Financial Report by Bobby Hall

Financials as of August 31, 2023

*Kent Blackinton motioned to approve Financials. Duncan Millar seconded.
A unanimous vote of approval followed.*

Update On Line Presence- Tillman's Corner – Tara Lawson

- Travel Media Group has contacted all listed hotels and hosted three onboarding webinars, only one hotel has participated.
- Engagement and response from hotels to Travel Media Group has been low
- Tara Lawson to follow up with Travel Management Group with questions on billing: When does billing begin? Is MALC being charged per property that engages or per property being contacted?
- Ken Patel said his hotels have been in contact.
- Duncan Millar noted Hilton Hotels cannot participate in the On Line Presence program.
- Tara Lawson will email Board update next week with the number of hotels that have signed up or responded following individual outreach from Travel Media Group.
- If engagement does not improve, the Board may end the contract when eligible.

Security

- Response has been positive, need to look at how much MALC should allocate if they would like to extend the contract with Night Hawk.

Survey Results

- Approximately 1/3 of properties have answered the survey and the response has been very positive.
 - Most are in favor of renewing the TID.
 - Response varies on the length of new TID being 5 or 10 years.
 - The amount assessed has a current majority vote to stay at \$1 rather than increasing or changing to a percentage of ADR.
- Tara Lawson and David Clark are visiting all 63 properties and bringing physical copies of the survey with pre-posted envelopes as they go to collect more survey results. Updated results will be shared when numbers increase.

Budget 2024

- Discussion of necessary changes to names and amounts of certain line items.
- Changes will be made and finalized before the October meeting.
- Once the budget is finalized, it will be presented for approval at the Annual Meeting.

Marketing & Promotions – David Clark

- Digital Campaign Results – Expedia
 - Expedia continues to generate impressive revenue and room nights to TID properties.
 - Epsilon is showing impressive ROI and tourist spend in Mobile area. The majority of tracked visitor spend is in retail, Visit Mobile is looking into creative ways to encourage increased lodging spend through ads.

Marketing & Promotions – David Clark (continued)

- Conventions
 - Tom White gave an update on the Connect Marketplace Convention, which MALC provided convention marketing funds for.
 - Funds were combined with Visit Mobile funding for a \$53,500 ad buy for Connect Convention magazine, distributed at conference.
 - For the next 60-90 days we will have ads targeted at meeting planners to encourage conventions and meetings in the Mobile area.
 - Sponsored appointment clock brought great visibility and exposure to Mobile at the convention.

Annual Meeting

- Will be held on November 2, 2023, at the History Museum of Mobile.
- Public hearing will be held immediately before the annual meeting.
- Need to prepare a results report to present at the meeting.
- A nominating committee must be formed to nominate candidates for the (7) Board seats opening in November.
 - Kent Blackinton and Duncan Millar volunteered for the committee, as their seats are not opening in November.

Capital Update

- No Update

Kiosk Update

- Visit Mobile marketing team is still in communications with Tru Omni in “Basecamp” portal to finish setup and programming.
- Reviewing options for where the three kiosks will be located.

Future Meeting Dates

Thursday, October 19, 2023

Annual Meeting November 2, 2023

Open Discussion

Meeting Adjourned at 5:09 PM by Kent Blackinton.