



**MALC Board of Directors Meeting Minutes
In Person & Zoom**

April 20, 2023

4:00 PM

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

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

Voting Board Members Not in Attendance:

Pinal Patel – Tillman’s Corner Representative
Raj Desai – Tillman’s Corner Representative
Ken Patel – Downtown Mobile Representative
Hunter Omainsky – Restaurant Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Charlotte Keel – Visit Mobile
Tom White – Visit Mobile
Rhonda Davis – Visit Mobile
Oliver Dorgan – Visit Mobile

Meeting Called to Order by Kent Blackinton at 4:01 PM.

Approval of Minutes from the March 16, 2023 meeting.

*Aaron Watz motioned. Kent Blackinton seconded.
A unanimous vote of approval followed.*

Approval of Minutes from the April 4, 2023 meeting.

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

Financial Report by Bobby Hall

Financials as of March 31, 2023

Kent Blackinton motioned to approve Financials. Margo Gilbert seconded. A unanimous vote of approval followed.

- Bobby Hall will follow up with Smith Dukes on status of Audit
- David will call Civitas to discuss Audits and Assessment Collections

Marketing & Promotions by David Clark

- Convention Advertising – Still digging in - will come back next month with detailed request

Year End Recap to the City of Mobile

- David presented DRAFT of the 2022 Tourism Improvement District Performance Report that will be sent to the Mayor and the City Council
- Expedia FY 21-22 Digital Campaign | (53) Hotels received revenue from campaign | (36) Hotels received over \$20K of room revenue

Capital Update

- Nothing to report | Margo will follow up with Scott Novak at Mobile Tennis Center

Kiosk Update

- Oliver Dorgan with Visit Mobile is meeting with Simpleview next week – will update at next meeting

Open Discussion

- Public safety issues in Tillmans Corner & Beltline areas – David will contact Chief Battiste and James Barber with the city

Future Meeting Dates

June 1, 2023 {2024 Budget Planning and Discussion}

3:00 PM to 5:00 PM

Meeting Adjourned at 5:04 PM by Kent Blackinton.