



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

June 29, 2023

4:00 PM

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Margo Gilbert – Downtown Mobile Representative
Duncan Millar – West Mobile Representative
Judi Gullede – Attractions Representative
Raj Desai – Tillman’s Corner Representative
Aaron Watz – West Mobile Representative

Voting Board Members Not in Attendance:

Kent Blackinton – President of the MALA Representative
Pinal Patel – 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
Patty Kieffer – Visit Mobile
Tom White – Visit Mobile
Oliver Dorgan – Visit Mobile
Rhonda Davis – Visit Mobile

Meeting Called to Order by Margo Gilbert at 4:07 PM.

Approval of Minutes from the June 1, 2023 meeting.

*Duncan Millar motioned. Judi Gullede seconded.
A unanimous vote of approval followed.*

Financial Report by Bobby Hall

Financials as of May 31, 2023

*Duncan Millar motioned to approve Financials. Aaron Watz seconded.
A unanimous vote of approval followed.*

Presentation James Seelig – Travel Media Group

- Proactive reputation management program helping hoteliers track and respond to guest feedback while managing feedback and encouraging positive reviews, leading to an increase in hotel occupancy
- Platform allows hoteliers and their teams to manage traveler reviews from TripAdvisor & OTA websites, plus social media messaging
- Will provide 3–6-month quote for hotels in Tillman’s Corner area

Update on Antitrust Policy

- Preston Bolt, attorney for MALC is reviewing

Past Due funds payment over 9 months

- Preston Bolt, attorney for MALC is reviewing

Marketing & Promotions – David Clark, Visit Mobile

- Digital Campaign Results – Expedia & Epsilon
 - Expedia continues to perform really well with generating hotel room nights to TID properties
 - CTV Spots – Mobile is For Campaign
- Conventions
 - Visit Mobile, Sales request to spend \$25K to layer in marketing campaign at Connect Marketplace trade show – August 2023 in Minneapolis
 - All market segments will be at trade show
 - Visit Mobile will match the \$25K spend

*Aaron Watz motioned to approve \$25K. Duncan Millar seconded.
A unanimous vote of approval followed.*

- City Audit Update
 - David Clark notified Celia Sapp, Deputy Finance Director with City of Mobile that MALC approved \$50K for the purpose of auditing the TID hotels collection of assessments
 - The City will get contract in place and start Audit around October 1st
- Cultural Heritage Tourism | Africatown Heritage House – July 8th Opening
 - National Media will be in town
- Visit Mobile, Marketing presented requests needing approval now for FY 2024 Budget - \$17,935
 - Alabama Magazine – Renewal of ad campaigns - \$12,035
 - Alabama Public Radio – 12-month Digital ad - \$1,500
 - Bama Buzz – Renewal with increased digital ads - \$4,400

*Margo Gilbert motioned to approve \$17,935K. Aaron Watz seconded.
A unanimous vote of approval followed.*

Marketing & Promotions *(continued)*

- Discussed being \$840K over in Marketing Budget due to collections being short of Budget projections. Discussed proceeding with contracted advertising scheduled through September 30, 2023. Will potentially use \$160K from Marketing Carryover from previous years to cover shortfall.

Annual Meeting

- Will check availability of History Museum in October and local calendars for any conflicts

Strategic Plan discussion

- Discussion at next meeting on Proposed Budget for FY 2024, Marketing Plan presented by Visit Mobile

Capital Update

- No requests at this time
- Will attend City Council meeting to present the MALC \$10K commitment for the Wayfinding Signage Downtown project

Kiosk Update

- Visit Mobile will meet with True Omni to start process

Open Discussion

- Working on contract with Night Hawk Patrol Services | Notification letter from MALC Board will be sent to hotels in Tillman's Corner and Beltline areas | July 17th is target date to begin service for 3 months

Future Meeting Dates

Tuesday, August 1, 2023

Meeting Adjourned at 5:25 PM by Margo Gilbert.