



## MALC Board of Directors Meeting Minutes

**Meeting Date/Time:** December 1, 2021, at 4:00 PM

**Voting Board Members in Attendance:** Kent “Spike” Blackinton, Margo Gilbert, Duncan Millar, Nik Patel

**Non-Voting Board Members and Others in Attendance:** David Clark, Bobby Hall, Emily Gonzalez

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- Meeting Called to Order by Spike at 4:07 PM
- Past Meeting Minutes Approved
  - Motion made by: Duncan | Second made by: Margo
- Bobby Hall Discussed Financials
  - \$464K in Cash
  - \$431K Reserves
    - \$231 Unrestricted
  - Discussion occurred about the Admin Expense surplus and if the money can be re-allocated to another budget line.
    - Consensus was to move to Contingency line
    - Does not appear to be defined in the plan
    - David will call Tiffany Gallagher with Civitas about “Carry-over Fund Allocation” i.e., Admin Fund to Contingency Fund + Delinquent Assessments
  - Board Consensus – Left over Marketing dollars should roll to the next fiscal year and stay in Marketing.
  - Discussed Assessment Collections FYTD + FY2020 (July-Sept)
  - Bobby Discussed YTD Statement of Operations - \$271K Positive surplus plus \$192K Reserves
  - There was no quorum to vote to officially approve / accept the financials
- Emily Discussed Marketing Initiatives
  - Performance dashboards look different because we’ve moved to a new FY and there’s only one month reporting right now.
  - We are seeing nice website conversions on SEM
  - SEO looks great
  - Digital ads are rotating and targeting a drive market / and southern states + travel interests

- SEM (key words) and Digital Ads go to landing page with just City of Mobile hotels
    - That page is performing in the top 3 or 4 spot on the site along with the home page and events
  - Performing well on Expedia. They have given MALC a bonus Beta Testing presence on their site.
    - 421 Room Nights and \$71K in Gross Rev in one month (we spent \$11K)
  - Social Media has had small, targeted campaigns for lodging, itineraries, and holidays
  - Print ad in ALABAMA magazine
  - Destination Research – Arrivalist Data 2021 YTD
    - 1.2M visitors to the city of Mobile
    - 506K overnight stays
      - 2.2 nights on average
      - 283 Miles on average
    - Note: October had more visitors than August or September
  - Virtual Tours had 87K Google Views in October alone on the 15 properties who have taken advantage of the tours.
- Margo discussed Capital Committee Items
    - Tennis Center Proposal – Margo will circle back to Scott
    - Discussed Capital Projects Deferred
      - Note: Capital Projects approved will pay vendors directly
    - Attractions Ticketing Pass Discussed
      - Emily explained Bandwango and what the State Office of Tourism is bringing in Q1 of 2022 to Mobile (they have started in the northern part of the state).
  - Discussed By Laws/District Management Plan Year End To-Do Items
    - Audit of Financials must be done within 90 days of Fiscal close by 3rd Party
    - MALC is to repay the City of Delinquent collection efforts
    - MALC to prepare Annual Report to the city within 90 days of fiscal close
      - Financial Report
      - Balance Sheet
      - Information pertaining to TID Performance
      - Budget for next fiscal year
    - Prepare Bi-Annual update to the city each March/September and Annual in November or December
  - Discussed BOD official position on past due payments
    - There is not a quorum to submit an official position
    - Comments included an idea that Oct 1<sup>st</sup> began this FY and we need to collect this year but can forgive the past year. There was also discussion on option for the city to collect past, delinquent assessments.
    - The BOD in attendance decided to make a collection decision and get Board approval by email to inform the city of their position
  - February 10<sup>th</sup> will be the next meeting after the Annual Meeting
  - Meeting was adjourned by Spike at 5:32 PM