



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

July 16, 2026

4:00 PM

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Judi Gulledge – Attractions Representative
Aaron Watz – West Mobile Representative
Rachel Davis – West Mobile Representative
Hunter Omainsky – Restaurant Representative

Voting Board Members Not in Attendance:

Raj Desai – Tillman's Corner Representative
Pinal Patel – Tillman's Corner Representative
Ken Patel – Downtown Mobile Representative
Margo Gilbert – Downtown Mobile Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Patty Kieffer – Visit Mobile
Oliver Dorgan – Visit Mobile
Tara Lawson – Visit Mobile
Various TID Hotel Representatives

Meeting Called to Order by Kent Blackinton at 4:05 PM.

Approval of Minutes from the May 7, 2026 meeting.

*Aaron Watz motioned to approve. Hunter Omainsky seconded.
A unanimous vote of approval followed.*

Financial Report as of June 30, 2026, by Bobby Hall

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

Marketing & Promotions – Tara Lawson

- Influencer Marketing – recent and upcoming partnerships. The marketing team uses Brand Watch to verify legitimacy and value of each influencer's presence.
 - Buku Local
 - New Orleans based
 - 119K followers on Facebook, 97.9K on Instagram, 42.2K on TikTok
 - Weekend visit on Amtrak, family friendly
 - Ultimate Vacation – Logan and Audri
 - Florida based / Full-time travel couple
 - 337K on Instagram, 105K on TikTok
 - Foodie, museums, Battle House stay
 - A Mom Explores (upcoming)
 - Wisconsin based
 - 162K followers on Facebook, 179K on Instagram, 133K on TikTok
 - Jimmy Buffett fan, interested in visiting SOSOS Experience
 - Zach In The South
 - Local/Mobile based
 - Foodie content, coverage of multiple upcoming events
- OTAs
 - Expedia- according to year over year data, this campaign is set to outperform last year's campaign in both revenue and room nights.
 - Booking.com- this campaign has a ROI of \$16 per every dollar spent. It continues to perform at a high level and includes hotels that are not placing inventory on Expedia, broadening the impact of our campaigns. The marketing team recommends extending this campaign to full-year when it comes up for renewal in October.
- Digital Campaigns
 - Google Performance Max campaigns continue to be the top performer with seasonal campaigns seeing impressive results.
 - Spend year over year was lower in many campaigns while conversion rates remain high.
- Print Ads
 - USA Today Braves Yearbook
 - Garden & Gun Magazine – Sponsored digital and print
 - ALABAMA Magazine
 - New Orleans Magazine – Welcome Ad, social and web.

Capital Update

- Kent expressed concern over receiving requests from outside entities and the number of requests that could result from this.

Request: Mobile Tennis Center is requesting \$180,000 for livestream cameras

- Pro/con:
 - Are hotels losing potential visitors by creating the ability to watch virtually?
 - If a group is only looking to host in a city that has livestream capabilities, are we losing more potential visitors by not having them?
 - Tennis is the biggest driver of room nights in Mobile.
 - Marketing fund heavily supports tennis.
 - Electronic line calling could result in less comped rooms.
- Would like to request more information from Scott
- The board unanimously moved to table this request until the next meeting.

Tillmans Corner Landscaping Request

- Hunter suggested covering the outstanding amount on inv 6840 for bedding and tree installation, board does not want to support watering and maintenance, in the amount of \$12,817.52.
- Hunter Omainsky motioned to approve, Kent Blackinton seconded. A unanimous vote of approval followed.

Special Projects

- Audit Discussion – we have sat in two meetings with companies to hire for an audit.

Future Meeting Dates

August 20

September – last two weeks of September, host at Maritime Museum and get attendees access to Jimmy Buffett Exhibit

Open Discussion

Mobile Short Term Rental Association just formed. David had lunch with a representative, and he has met with City Council to formalize the STR licensing and taxing process.

Meeting Adjourned at 5:15 PM by Kent Blackinton.