



**MALC Board of Directors Meeting Minutes
Zoom Call**

**July 14, 2022
4:00 PM**

Voting Board Members in Attendance:

Kent Blackinton - President of the MALA Representative
Margo Gilbert - Downtown Mobile Representative
Duncan Millar - West Mobile Representative
Nik Patel - West Mobile Representative
Pinal Patel - Tillmans Corner Representative
Judi Gulledge - Mobile Attractions Representative

Voting Board Members Not in Attendance:

Raj Desai - Tillmans Corner Representative
Ken Patel - Downtown Mobile Representative
Hunter Omainsky - Mobile Restaurant Representative

Non-Voting Board Members and Others in Attendance:

David Clark - Visit Mobile Representative
Bobby Hall, CPA - Robert Hall & Associates, PC
Emily Gonzalez - Visit Mobile
Charlotte Keel - Visit Mobile
Meredith Turncliff - Visit Mobile
Allison Floyd - Visit Mobile

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

Approval of Minutes from the June 2, 2022 meeting:

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

Financial Report by Bobby Hall

- Financials as of June 30, 2022 – additional reporting information/schedules now being provided, and financial statements revised to give more visibility

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

Financial Report {continued}

- Bobby presented the IRS 990 Report {Exempt Organization Tax Return}. The Supplemental Information to Form, including the Mission Statement, and First Accomplishment language was reviewed and accepted.

Kent Blackinton motioned to approve IRS 990 Report. Duncan Millar seconded. A unanimous vote of approval followed.

- Discussion about excess funds and rollover budget line item variance and needed clarification of 10% variance - applied to total budget or line item - Contingency and Capital Reserve Accounts
Kent emailed and had dialogue with Preston Bolt, MALC attorney and Bobby Hall, MALC, CPA with respect to their interpretation. Additional discussion is needed along with review of District Management Plan and By Laws - will report back at next meeting. Later in meeting David stated page 8 of the District Management plans covers the contingency and reserve methodology. Page 9 of the MALC By Laws covers new item and existing item increases, decreases or new item variances of 10%. Further discussion in the future needs to happen for clarity. David will reach out to Civitas for further interpretation and clarification.

Marketing Initiatives Update by Emily Gonzalez

- TV Advertising - ads in Birmingham and Nashville markets will go live this week - (2) ads running in rotation will give people a feel for how varied the area is
- Performance Report Dashboards - looking good - SEO performing above industry standards
- Bonus Digital Display Banner Ads - For Summer/late Summer travel - Running (2) ads from July to end of fiscal year - targeting road trippers and past travelers
- Expedia Ads - continues to remain strong - great return on ad spend - 932 room nights and 32 airline tickets in the month of June
- Facebook & Instagram - new ads for July
- Destination Research - shows 2 nights stay on average - coming in from a little further away
- Beta testing new Dashboards with Arrivalist
- Virtual Tour Photography - no one else has joined in
- Podcast Advertising - started on May 25th - paused to adjust to a more advanced pixel tracking system and did full re-launch on July 11th
- Billboards - Uptown Shopping District billboard updated and live
- Strategic Marketing Plan - theme for net fiscal year - Mobile is for... Dining, Adventure, Foodies, Sports, Weddings, etc.

Capital Committee Update by Margo Gilbert

- Indoor Tennis Courts - waiting on paperwork from Scott Novak before check is issued
- Kent met with Commissioner Hudson to see if there are any project requests – will follow up with her to see if there are any

Nominating Committee for Open BOD

- Duncan Millar's term will expire November 1, 2022
- Kent, Judi, and Nik will serve on the Nominating Committee and submit nominee names for Board to vote on.

Future Meeting Dates

Thursday, September 22, 2022 | In-Person | Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Annual Meeting date | Thursday, October 20, 2022 | Mobile History Museum was suggested by Margo for location | Food and Beverage will be provided | Final details will be discussed at next Board meeting

Meeting Adjourned at 5:22 PM by Kent Blackinton.