



**MALC AGENDA**

**Annual MALC Meeting**

**BOARD OF DIRECTORS MEETING**

**November 19, 2020**

**4:00PM**

**Mobile Convention Center Room 201-A 3<sup>rd</sup> Floor**

- I. Call to Order - Kent**
- II. Approval of 11.5.20 Minutes - Kent**
- III. Review of Delinquent Properties July -September - Kent**
  - a. City Responsibility for collections**
- IV. FY 2021 Budget Presentation - Margo**
  - a. Questions for MALC Stakeholders**
  - b. Motion to approve MALC FY 2021 Budget**
- V. MALC Committees -Margo**
- VI. MALC Committees –Chair + 4 members review expectations**
  - a. Finance Committee-Teresa will chair. Ken P, Kent B**
  - b. Marketing Committee-Emily will chair. Duncan M., Pinal, Raj D, Willie, Shannon**
  - c. Capital Committee-Margo will chair**
  - d. Nominating Committee-TBA July 2021**
- VII. Future Meeting Dates – December 3<sup>rd</sup> , 2020 and January 21, 2021**
- VIII. Adjourn**



**Proposed Capital Projects FY 2021 - \$172,440 + \$46,440 (Carry Over 2020) = \$218,880**

1. Tillman's Corner Gateway Entrance
2. Soccer Complex – Pavilion, Lighting, Signage
3. Wayfinding Signage
4. Attractions uniform Ticket Sales
5. SCAD



## MALC MINUTES

### FIRST BOARD OF DIRECTORS MEETING

November 5, 2020

4:00PM

Room 107 A&B

Board of Directors-Present: Duncan Millar, Kent Blackinton, Margo Gilbert, Teresa Floyd, Raj Desai, Ken Patel and Judy Gulledge. Not Present: Hunter Omainsky, David Clark, Levon Manzie and Nick Patel.

- I. **Call to Order**-Meeting called to order by Kent at 4:04.
- II. **Introductions**-Present were Emily Gonzales, Duncan Millar, Kent Blackinton, Margo Gilbert, Teresa Floyd, Bobby Hall, Raj Desai and Judy Gulledge. All said a quick introduction. Ken Patel arrived after introductions.
- III. **Approval of 10.15.20 Minutes**-Motion by Judy, second by Margo
- IV. **Presentation of BOD Binder**-Kent explained all the tabs in the binder. Some will be filled in as we go along.
- V. **Review High Level responsibilities of BOD**-We receive money from the city collection of the TID and follow the District Management plan used to set thing up for the spending of the funds. Participation of the board is key for us to be successful.
- VI. **Establish Meeting Dates, Times & Frequency**-There was a discussion of the next meeting that was decided to be the Annual Meeting. November 19<sup>th</sup> was decided as the date for this. The budget will be presented at this meeting and at the Convention Center open to all. December 3<sup>rd</sup> will be the next one to avoid holiday schedules. The marketing spend will be the primary discussion at this meeting. January 21<sup>st</sup> will be the next meeting after December. From there we may go to every other month on meetings for now.
- VII. **Review Insurance Coverage & Approve** – The Roux Company LLC-Individual protections for the corporation board. Teresa motioned to approve, Judy seconded. Unanimous vote to accept.

- VIII. **Approval of Attorney on Retainer** – Preston Bolt, Hand Arendall-It was discussed that it would not be bad to have one on retainer. Preston has been very involved with the TID process and quite aware of how things work. He can help amend the bylaws as needed. Fee would be about \$5,000. Discussion was positive. Motion to accept putting Preston on retainer by Duncan and seconded by Judy. Motion passed unanimously.
- IX. **Review CPA Roles and responsibilities**-Pretty much the same information as discussed last meeting. There have been talks about expanding the role in the near future. We discussed how to disperse the funds in the future. It was mentioned by Bobby that they have insurance for his employee conduct as well that is an extra level of protection.
- X. **Review Hotels past due discussion on delinquent payments penalty/interest/liens/city audit**-No exact details yet on this. City will have the ability to penalize late payments as set by the DMP. All collection of the fees is done in the online payment portal for taxes. There will be work done to get the list of properties with past due payments and an effort will be taken to contact them and get things moving. As properties get caught up the payments should be pretty consistent to what the totals are for collection.
- XI. **Recommend to amend the following to MALC By-Laws** – possible hold over-Held over to next meeting.
- XII. **Conflict of Interest Policy & Disclosure of Business Relationship BOD to sign**-See attached for disclosure statements. All board members will read and sign then return to be on file.
- XIII. **Marketing Plan Overview**-Emily discussed. Basically, things are the same as were presented in last meeting.
- XIV. **Approve FY 2021 Budget**-As presented at last meeting. Books will be kept on a cash basis not on payables. There will be a blast sent out to all hotels about collections. Marketing committee will meet before December meeting. Motion to approve budget by Duncan, seconded by Teresa. Motion passed with unanimous vote.
- XV. **Discussion 1st Capital commitment**-See attached list for possible projects. It was mentioned that there is no concession stand or any permanent bathrooms at the soccer complex and that would be a very worth while project. The entry into Tillman’s Corner was also discussed as a nice addition to the area. The committee will discuss more in detail when it meets.
- XVI. **Committee Nominations** –Chair + 4 members review expectations
- a. **Finance Committee**-Teresa is chair. Ken will also serve on this committee.
  - b. **Marketing Committee**-Emily will chair. Duncan and Raj will serve. Discussed that Shannon Harris may be a good one to have on the committee as well as Willie from the Perdido Queen.
  - c. **Capital Committee**-Margo will chair. No others have asked to be on this committee as of yet.
  - d. **Nominating Committee**-We will work on filling this one as we get further into things. No need for the near future.
- XVII. **Adjourn**-Meeting adjourned at 5:27 by Kent.

**COMPANY NAME**

HOMEWOOD SUITES  
RESIDENCE INN MOBILE  
EXTEND A SUITES  
BEVERLY MOTEL  
FORTUNE HOSPITALITY DBA DAYS INN  
ECONOLOGGE  
MOBILE EXTEND-A-SUITES  
HAMPTON INN MOBILE  
HOLIDAY INN DOWNTOWN HISTORIC MOBILE  
SUPER 8  
HOLIDAY INN EXPRESS & SUITES  
QUALITY INN  
TRAVELODGE  
BISTRO COURTYARD MOBILE  
LAQUINTA INN & SUITES  
BAMA MOTEL  
BAYMONT INN & SUITES  
EXTENDED STAY AMERICA #155  
COMFORT INN  
HOLIDAY INN - BELLINGRATH GARDENS  
WOODSPRING SUITES MOBILE LLC  
INTOWN SUITES MOBILE WEST LLC  
INTOWN SUITES MOBILE LLC  
LAQUINTA INN AND SUITES  
HAMPTON INN & SUITES  
WINGATE MOBILE  
ADMIRAL SEMMES HOTEL, THE

**COMPANY ADDRESS**

530 PROVIDENCE PARK DRIVE EAST  
950 WEST I 65 SERVICE ROAD SOUTH  
5450 COCA-COLA ROAD  
4384 GOVERNMENT BOULEVARD  
3946 PIERSON DRIVE WEST  
400 WEST I 65 SERVICE ROAD SOUTH  
33 EAST I 65 SERVICE ROAD SOUTH  
5478 INN ROAD  
301 GOVERNMENT STREET  
5676 TILLMANS CORNER PARKWAY  
109 LONG STREET  
5650 TILLMANS CORNER PARKWAY  
816 WEST I65 SERVICE ROAD SOUTH  
1000 WEST I 65 SERVICE ROAD SOUTH  
3650 AIRPORT BOULEVARD  
4012 GOVERNMENT BOULEVARD  
5634 TILLMANS CORNER PARKWAY  
508 SPRING HILL PLAZA COURT  
180 WEST I 65 SERVICE ROAD SOUTH  
5465 USHY 90 WEST  
1350 WEST I 65 SERVICE ROAD SOUTH  
5498 INN ROAD  
1116 WEST I 65 SERVICE ROAD SOUTH  
5170 MOTEL COURT  
1028 WEST I 65 SERVICE ROAD SOUTH  
5190 MOTEL COURT  
251 GOVERNMENT STREET

July

**COMPANY NAME**

RESIDENCE INN MOBILE  
EXTEND A SUITES  
FORTUNE HOSPITALITY DBA DAYS INN  
ECONOLOGGE  
MOBILE EXTEND-A-SUITES  
HAMPTON INN MOBILE  
HOLIDAY INN EXPRESS & SUITES  
TRAVELODGE  
LAQUINTA INN & SUITES  
BAMA MOTEL  
EXTENDED STAY AMERICA #155  
COMFORT INN  
INTOWN SUITES MOBILE WEST LLC  
INTOWN SUITES MOBILE LLC  
LAQUINTA INN AND SUITES

**COMPANY ADDRESS**

950 WEST I 65 SERVICE ROAD SOUTH  
5450 COCA-COLA ROAD  
3946 PIERSON DRIVE WEST  
400 WEST I 65 SERVICE ROAD SOUTH  
33 EAST I 65 SERVICE ROAD SOUTH  
5478 INN ROAD  
109 LONG STREET  
816 WEST I65 SERVICE ROAD SOUTH  
3650 AIRPORT BOULEVARD  
4012 GOVERNMENT BOULEVARD  
508 SPRING HILL PLAZA COURT  
180 WEST I 65 SERVICE ROAD SOUTH  
5498 INN ROAD  
1116 WEST I 65 SERVICE ROAD SOUTH  
5170 MOTEL COURT

Aug

**COMPANY NAME**

RESIDENCE INN MOBILE  
EXTEND A SUITES  
FORTUNE HOSPITALITY DBA DAYS INN ?  
ECONOLOGDE  
MOBILE EXTEND-A-SUITES ?  
HAMPTON INN MOBILE  
TRAVELODGE X  
LAQUINTA INN & SUITES  
BAMA MOTEL  
EXTENDED STAY AMERICA #155  
COMFORT INN  
INTOWN SUITES MOBILE WEST LLC  
INTOWN SUITES MOBILE LLC  
WINGATE MOBILE

**COMPANY ADDRESS**

950 WEST I 65 SERVICE ROAD SOUTH 66  
5450 COCA-COLA ROAD 105  
3946 PIERSON DRIVE WEST 82  
400 WEST I 65 SERVICE ROAD SOUTH 92  
33 EAST I 65 SERVICE ROAD SOUTH 108  
5478 INN ROAD 80  
816 WEST I 65 SERVICE ROAD SOUTH  
3650 AIRPORT BOULEVARD 82  
4012 GOVERNMENT BOULEVARD 42  
508 SPRING HILL PLAZA COURT 118  
180 WEST I 65 SERVICE ROAD SOUTH 94  
5498 INN ROAD 80  
1116 WEST I 65 SERVICE ROAD SOUTH 133  
5190 MOTEL COURT 82

1,082-rooms

Sept



MALC FY 2020 Stub Budget

	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	TOTAL
<b>REVENUE</b>													
6321	0									51%	50%	57%	
										67%			
Monthly Collections EST	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 99,935	\$ 97,976	\$ 131,287	\$ 329,198
Actual Collected	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 51,573	\$ 56,000	\$ 80,000	\$ 187,573
Variance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (48,362)	\$ (41,976)	\$ (51,287)	\$ (141,625)

**FIXED EXPENSES**

City 1% 1%  
 Contingency 7% 7%

	\$ 999	\$ 980	\$ 1,313	\$ 3,292
	\$ 6,995	\$ 6,858	\$ 9,190	\$ 23,044

**ADMINISTRATIVE EXPENSES 7%**

Accounting Hall & Assoc	\$ -	\$ -	\$ 995	\$ 995
Insurance	\$ -	\$ -	\$ -	\$ -
Annual Audit	\$ -	\$ -	\$ -	\$ -
Paper Supplies	\$ 548	\$ -	\$ -	\$ 548
Annual Meeting	\$ -	\$ -	\$ -	\$ -
Website	\$ -	\$ -	\$ -	\$ -
Annual Board eVote	\$ -	\$ -	\$ -	\$ 632
Bank Fees	\$ -	\$ -	\$ -	\$ -
Leagal Fees	\$ -	\$ -	\$ -	\$ -
<b>TOTAL</b>	\$ 548	\$ -	\$ 995	\$ 2,175

**Marketing Expenses - 70%**

Data Research	\$ 230,438	\$ -	\$ -	\$ -
Magazine Print Ads	\$ -	\$ -	\$ -	\$ -
Newspaper Print Ads	\$ -	\$ -	\$ -	\$ -
Press Trips	\$ -	\$ -	\$ -	\$ -
FAM Trips	\$ -	\$ -	\$ -	\$ -
OTA Ads	\$ -	\$ -	\$ -	\$ -
Social Media Ads	\$ -	\$ -	\$ -	\$ -
Banner Ads	\$ -	\$ -	\$ -	\$ -
Photography	\$ -	\$ -	\$ -	\$ -
Video	\$ -	\$ -	\$ -	\$ -
Radio Ads	\$ -	\$ -	\$ -	\$ -
TV Ads	\$ -	\$ -	\$ -	\$ -
Billboards	\$ -	\$ -	\$ -	\$ -
Trade Shows	\$ -	\$ -	\$ -	\$ -
<b>TOTAL</b>	\$ -	\$ -	\$ -	\$ -

**Capital Improvements - 15%**

Capital Reserve	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,990	\$ 14,696	\$ 19,693	\$ 49,380
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**TOTAL NET BALANCE**

	\$ 76,402	\$ 75,441	\$ 100,096	\$ 251,307
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TOTAL \$ - \$ - \$ 124,750 \$ 148,416 \$ 78,917 \$ 63,417 \$ 51,416 \$ 60,917 \$ 51,417 \$ 63,416 \$ 81,317 \$ 63,417 \$ 787,400

Profit/Loss \$ 58,552 \$ 59,781 \$ (60,916) \$ (78,546) \$ (9,096) \$ 6,203 \$ 16,166 \$ 10,461 \$ 19,085 \$ 10,980 \$ (5,912) \$ 7,997 \$ 34,756

## MALC Budget Marketing Plan Cheat Sheet

### Data Research:

- **Arrivalist** is a research company that will supply us with demographic data on people traveling to Mobile. The data will show visitor origin, length of stay, etc. and can even track the visit by set Points of Interest (we can cluster the POIs by Tillman's Corner Hotels, Beltline Hotels, etc.) not just the destination. The negotiated proposal will track both cellular apps and auto of an unspecified Detroit automaker. Dashboards, a full year lookback window, and 2 robust reports will be included.
- The quote for the **kiosk** is for 3, large, free-standing OmniEx machines that incorporated into the Visit Mobile API and act as a stand-alone concierge for the city. This is also a way for us to do localized research asking visitors questions about their stay(s) in Mobile.

### Digital Ads:

- **Conversant** is a trusted digital media company that specializes in highly focused purchases of **Banner Ads**. In addition to the focus media buying, they will supply MALC with 3 reports that supply demographic and geographic data along with data on visitor spend while they are in market (for lodging, restaurants, grocery/pharmacy, gas, and more). The reporting also includes valuable information regarding return on ad spend (ROAS).
- **Compass** is a Google certified digital media company that Visit Mobile uses for Search Engine Marketing (aka **SEM/SEARCH**) which are the text ad campaigns one sees doing a search on any web platform.
- *Opportunities Unknown is self-explanatory.*

### Social Media:

- Social Media Ads on **Facebook/Instagram/LinkedIn** will have a similar focus to the traditional digital campaigns, simply on another advertising platform.

### OTA Ad:

- **Expedia Media Solutions** is a highly focused outlet that allows us to target ad on Expedia.com, Hotels.com, and VRBO.com. This buy targets individuals with an intent to travel to or through Mobile along with those interested in close markets. The reporting also includes valuable information regarding room night, flights and return on ad spend (ROAS).

### Magazine Print Ads / Advertorials:

- **Group Tour Media** is a publication focused on Group Tour Planners
- **Black Meetings & Tourism** is a highly focused publication specifically for the black traveler.
- **Alabama Magazine** focuses on all things Alabama and this will ensure Mobile has a presence in each issue.
- *Opportunities Unknown is self-explanatory.*

### Press Trips:

- General Travel Press Trips will focus on travel writers who specialize in covering a market / city / area for relevant publications & media outlets. Think: what does this city offer for everyone (a great food scene, diverse lodging options, attractions, arts and entertainment)?
- Cultural / Heritage Travel Press Trips will focus on this fast-growing market segment (highlighting Mobile's rich history and culture)

**Photography:**

- **Threshold360** is a company that will come into the market to take photos and virtual tours of each hotel in MALC and allow those to incorporate into Visit Mobile, Google Places, etc. There are also maps that can be created for special events, tours, and experiences.

**Video:**

- **Destination Branding Video** for In-Room Videos that play in each hotel.
- **Actual Commercials (:15, :30, :60)** about staying in Mobile are needed as opportunities arise when we are given airtime. Examples of this are Senior Bowl and LendingTree Bowl when the city is a sponsor.

**Radio Ads:**

- The **NPR** buy is to communicate support for local market initiatives and encourage Staycations

**Billboards:**

- This estimate from Lamar is for **3 billboards** (on the Alabama/Mississippi line, the Alabama/Florida line, and south of Atmore).

**Website:**

- **Map Publisher** is an application incorporated into the Mobile.org that will allow users to create and choose personal mapping of their travel plans to Mobile. These maps are not only accessible only, they are print quality and great for hotels as they help guests with their stay. Additionally, the Threshold 360 photos, virtual tours and listings will incorporate into the maps creating enhanced user experiences.

**Note:** I did not include the items that are listed but have no money this fiscal year.