



**MALC Board of Directors Meeting Minutes  
In Person & Zoom  
4:00 PM**

**September 22, 2022**

**Visit Mobile Boardroom | Mobile Convention Center - 4<sup>th</sup> Floor**

**Voting Board Members in Attendance:**

Kent Blackinton – President of the MALA Representative  
Margo Gilbert – Downtown Mobile Representative  
Ken Patel – Downtown Mobile Representative  
Duncan Millar – West Mobile Representative  
Pinal Patel – Tillman’s Corner Representative  
Raj Desai – Tillman’s Corner Representative

**Voting Board Members Not in Attendance:**

Nik Patel – West Mobile Representative  
Judi Gulledge – Attractions Representative  
Hunter Omainsky – Restaurant Representative

**Non-Voting Board Members and Others in Attendance:**

Cory Penn – City of Mobile Representative  
David Clark – Visit Mobile Representative  
Bobby Hall, CPA – Robert Hall & Associates, PC  
Emily Gonzalez – Visit Mobile  
Patty Kieffer – Visit Mobile  
Charlotte Keel – Visit Mobile  
Meredith Turncliff – Visit Mobile  
Andrew Felts – Visit Mobile  
Allison Floyd – Visit Mobile  
Brittany Gagliano – Visit Mobile

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

**Approval of Minutes** from the July 14, 2022 meeting:

*Duncan Millar motioned. Margo Gilbert seconded. A unanimous vote of approval followed.*

### **Financial Report** by Bobby Hall:

- Financials as of July 31, 2022 and August 31, 2022

*Kent Blackinton motioned to approve Financials. Duncan Millar seconded. A unanimous vote of approval followed.*

**Excess Funds rollover** - Discussed - David Clark to contact Civitas to discuss By-Laws definitions of respective Contingency, Administrative, Capital, and Marketing categories.

### **Marketing Update** by Emily Gonzalez

- Prepping for next Fiscal year
- “Mobile is For” Campaign for FY 2022 - 2023 | Print, Digital, Videos | Emily played several of the new videos that will run as TV ads in Birmingham and Nashville.
- Arrivalist New Dashboards | Meredith Turncliff shared information about additional information that will be available to further breakdown visitor profile.

### **Capital Committee Update**

- Tennis Center - \$68,000 | waiting on paperwork from Scott Novak before check is issued
- Sports Authority - \$74,000 | Danny Corte sent paperwork to Bobby Hall for check to be issued
- Soccer Complex – Estimate \$75,000 | waiting on Commissioner Hudson for dollar amount requested
- Clotilda/Africatown Heritage House - \$75,000 | Commissioner Ludgood will provide information on what they would like to direct money towards.
- Visitor Kiosks - \$30,000 | Visit Mobile presented information on (3) interactive kiosks for Mobile Airport {will move to Downtown Airport when it opens}, Welcome Center, Convention Center, and possible fourth location in the Downtown Entertainment District area.

*Kent Blackinton motioned to approve up to \$75,000 to Africatown Heritage House and up to \$30,000 on Visitor Kiosks. Duncan Millar seconded. A unanimous vote of approval followed.*

- Convention Center Booth – will be replaced with Visitor Kiosk

### **Nominating Committee Update open BOD**

- Nominating Committee Chairman, Kent Blackinton reported the committee nominated (2) people for West Mobile Representative seat that expires on November 1, 2022 – Duncan Millar and Gwyn Pitman

## **Nominating Committee Update open BOD (continued)**

- Voting Ballot was mailed to MALC TID Owners and/or Representatives on September 16, 2022 – Ballots can be mailed (stamped, return envelope included in mailing), scanned and emailed, or faxed. Ballots will go to Bobby Hall to be counted and certified at the MALC Annual meeting on Thursday, October 20, 2022
- Follow up email with Ballot was sent on September 20, 2022 – will send weekly email reminder until voting closes on October 14, 2022.
- It was noted that 51% of assessed properties in good standing are needed to vote

## **Review and Update Hotels in DMA | Room Count | Contacts**

- Visit Mobile, along with Kent and Margo, will review and update the Hotel information list - will coordinate with the City of Mobile and STR report to sync

## **Insurance Annual Renewal**

- The Roux Company LLC \$1,500 – The Board is pleased with the current coverage and rate.

*Kent Blackinton motioned to keep existing policy with The Roux Company for FY 2023. Margo Gilbert seconded. A unanimous vote of approval followed.*

## **Sponsorship proposal for MoonPie Over Mobile NYE & Azalea Trail**

- MALC has been approached for sponsorship opportunities for both events – Request for \$20,000 from MoonPie Over Mobile – Discussion resulted that Marketing Fund might be a better fit to request funding for sponsorship. No motion was made on either event.

## **Public Hearing & Annual Meeting Update/Agenda**

- **Public Hearing** is scheduled for Thursday, October 20<sup>th</sup> - 4:00 PM at The Mobile History Museum. Notices will be placed in three locations and in Lagniappe.
- **Annual Meeting** is scheduled for Thursday, October 20<sup>th</sup>- 4:30 PM at The Mobile History Museum. Invitations will be mailed to MALC and MALA members. The meeting will focus on sizzle over metrics! Kent will work with Visit Mobile to prepare Agenda for meeting. Results from voting for West Mobile Board Representative will be announced. The 2023 Budget will be presented. A cocktail reception will follow.

### **FY Proposed 2023 Budget**

- Discussion of proposed budget along with the Marketing portion of the budget and use of contingency monies – It was decided that Marketing should budget \$1.3M for Board consideration {from projected budget, roll over and portion of contingency.} Margo will email Board Members the short Budget to include that amount.

*Kent Blackinton motioned to approve the budget. Duncan Millar seconded. A unanimous vote of approval followed.*

- Will ask City of Mobile to audit TID Hotels for any not remitting

### **Future Meeting Dates**

October 20, 2022 – Annual Meeting

November 17, 2022 – 4:00 PM

December – No meeting

### **Other Business**

- Bobby Hall, CPA recommended moving \$250,000 to an interest-bearing money market account with ServiceFirst Bank.

*Kent Blackinton motioned for Bobby Hall to move the money. Margo Gilbert seconded. A unanimous vote of approval followed.*

**Meeting Adjourned** at 5:25 PM by Kent Blackinton.