



MALC Board of Directors Meeting Minutes

March 16, 2023

In Person & Zoom

4:00 PM

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative

Duncan Millar – West Mobile Representative

Aaron Watz – West Mobile Representative

Raj Desai – Tillman's Corner Representative

Judi Gulledge – Attractions Representative

Voting Board Members Not in Attendance:

Margo Gilbert – Downtown Mobile Representative

Pinal Patel – Tillman's Corner Representative

Ken Patel – Downtown Mobile Representative

Hunter Omainsky – 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

Patty Kieffer – Visit Mobile

Tom White – Visit Mobile

Chris Patel – Holiday Inn Mobile - Airport

Robin Perkins – Holiday Inn Mobile - Airport

Meeting Called to Order by Kent Blackinton at 4:08 PM.

Approval of Minutes from the January 19, 2023 meeting.

Judy Gulledge motioned. Duncan Millar seconded. A unanimous vote of approval followed.

Financial Report by Bobby Hall:

- Financials as of February 28, 2023
- Schedule of Monthly Assessments document will be revised and sent to Board
Kent Blackinton motioned to approve Financials. Duncan Millar seconded. A unanimous vote of approval followed.
- Bobby Hall will explore moving monies from 22nd State Bank to other banks to be under FDIC limits.
Kent Blackinton motioned to open another account. Duncan Millar seconded. A unanimous vote of approval followed.

Meeting with City of Mobile/Bob Holt

- 4 hotels have not paid – City in process of putting lien on properties / penalties
- City will explore the option of audit - MALC paying for audit will be decided once cost is known.

TID Hotels Listing Updated

- City provided their list – reconciling with existing MALC list

MALC pay for STR representative to speak

- Discussion resulted in MALC will not pay for speaker. David Clark offered for Visit Mobile to pay.

HBCU Sports Engagement

- Hold until next meeting

Marketing & Promotions

- Conventions - Visit Mobile will provide detailed plan at next meeting.
- Cultural Heritage Tourism - Visit Mobile will provide detailed plan at next meeting.
- Downtown Airport – Airline Promotions
 - Discussion to spend \$50K from Marketing Budget to promote Orlando to Mobile travel on Avelo Airlines
Kent Blackinton motioned. Judy Gullede seconded. A unanimous vote of approval followed.
- Amtrak Promotions - Visit Mobile will provide detailed plan at next meeting

Marketing Update by Emily Gonzalez

- Will email presentation to Board members
- February busy for SEO
- Current Marketing Initiatives include
 - Digital Display Banner ads, Online Travel Agency ads
 - Print Ads / Advertorial / Sponsored Media in Alabama magazine, Good Grit, Birmingham Now, USA Today, Travel, Taste, & Tour
 - Press Trips / Public Relations
 - Social Media Advertising
 - Cruise from Mobile Campaign
 - CTV/OTT Advertising

Year End Recap to the City of Mobile

- Bobby Hall will send copy of Audit to Board members
- Need to prepare 1-page recap for City & County

Capital Update

- Commissioner Ludgood thanked MALC for the capital contribution to Africatown Heritage House

Kiosk Update

- Visit Mobile is reviewing and looking at integration to their website

Future Meeting Dates

April 20, 2023

Open Discussion

- Kent Blackinton asked that Board Members please attend meetings in person.
- Anti-Trust Statement – Ask Bobby Hall about this document
- Conflict of Interest forms were distributed to Board Members – will be sent to Board Members not at meeting. Need to review, sign, and return to MALC.

Meeting Adjourned at 5:37 PM by Kent Blackinton.