



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

**November 20, 2025**

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

**Voting Board Members in Attendance:**

Kent Blackinton – President of the MALA Representative  
Judi Gulledge – Attractions Representative  
Margo Gilbert – Downtown Mobile 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

**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  
Sarah Paige Moore – Visit Mobile  
Taylor Kiernan – Visit Mobile

**Meeting Called to Order** by Kent Blackinton at 4:02 PM.

**Approval of Minutes** from the September 4th meeting.

*Aaron Watz motioned to approve. Kent Blackinton seconded.  
A unanimous vote of approval followed.*

**Financial Report** by Bobby Hall

*Kent Blackinton motioned to approve Year End in September 2025 Financials  
and October 2025 Financials. Aaron Watz seconded.  
A unanimous vote of approval followed.*

*Judi Gullledge made a recommendation to include reserve balances on the statement of income and expenses page to show remaining balances and reserves in addition to showing the \$200,000 decrease in assets for operations. Judi Gullledge raised the concern that this would appear to show a deficit of assets. In reality, we used excess assets from carryover for marketing purposes. Bobby Hall clarified that he would add a footnote to reflect the deficit of the operating budget.*

## **Marketing & Promotions – Oliver Dorgan**

- OTAs
  - Expedia- Year end results showed over 15,000 room nights tracked from this campaign which brought in \$2.6 million. For October, even with a smaller media spend, there was still over \$152,000 in revenue from the campaign.
  - Amadeus- Ad spend was increased for the months of September and October which lowered ROAS, however room nights did increase.
  - Arrivalist: The largest origin markets for visitors this month were cities in Alabama. Total trips in October 2025 were 23,710 while in October 2024 there were 40,675 total trips. The increase in visitors in 2024 is largely due to hurricane Helene evacuation.
- Digital Campaigns
  - Google Performance max saw a large increase in impressions and clicks with over a 200% increase in both. The cost per click significantly decreased to \$0.04.
  - Azira results were high at 3,868,160 impressions and 128,378 clicks.
- Print Advertisements this month:
  - Southbound (ATL) November Issue
  - Alabama Magazine
  - New Orleans Saints home game programs

## **Capital Update**

- Tillman's Corner Beautification –The 50% deposit for signage has been paid. We are still waiting on final AL dot approval and Bay Landscaping plans.
- Mural: the mural is completed and has been unveiled
- NEW: Trolley – David Clark asked if the Board would consider contributing capital to a City Trolley. It was discussed that this could be considered for a future board discussion.
- NEW: Amtrak Platform – Judi Gullledge brought up the problem with the Amtrak Platform and suggested that there needed to be a shelter for passengers. David Clark explained that the City of Mobile is working on a design of a shelter and

hopes to have the design complete by early spring of 2026. Kent Blackinton asked if the Mobile Area Lodging Corporation could help with contributing capital resources to this. David Clark will follow up with Stephen McNair with the City of Mobile.

### **Special Projects**

- Security discussion – The Board was entertaining a new offer from Lamont with Nighthawk Security. Kent Blackinton opened voting to the floor and the Board Members in attendance unanimously voted to decline the new proposal.

### **End of Year Report** – due to City Council by December 30<sup>th</sup>

- Bobby Hall suggested attaching pages 1-3 of the year end financials with a footnote explaining the deficit to the operating budget.
- David Clark recommended to the Board that they review the Annual City Council report and submit any changes to the report to Sarah Paige Moore by December 2.
- Discussion commenced to get Kent Blackinton on the docket to present the annual report to the City Council by mid-December.

### **Open Discussion**

- Kiosk: Oliver Dorgan reported that signatures from Archdiocese have been obtained with some changes to the agreement.

### **Future Meeting Dates**

December – none

January – January 13<sup>th</sup>

**Meeting Adjourned** at 4:55PM by Kent Blackinton.