



MALC Board of Directors Meeting Minutes
In Person and Zoom
Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

March 31, 2022
4:00 PM

Voting Board Members in Attendance: Kent “Spike” Blackinton, Margo Gilbert, Duncan Millar, Judi Gulledge, Ken Patel, Raj Desai, Hunter Omainsky

Voting Board Members Not in Attendance: Pinal Patel, Nik Patel

Non-Voting Board Members and Others in Attendance: David Clark, Bobby Hall, Emily Gonzalez, Charlotte Keel

Meeting Called to Order by Kent Blackinton at 4:06 PM.

Approval of Minutes from the February 10, 2022 meeting:

Margo Gilbert motioned. Judi Gulledge seconded. A unanimous vote of approval followed.

Financial Report by Bobby Hall

- Bobby discussed Financials
- Bobby reported Audit is ongoing. Will wrap it up ASAP and push audit firm to complete by April 30th {Covid & Staffing issue}
- Kent reminded that By-Laws require Audit within 90 days of FY close
- Caught up with City receipts through Feb 1
- \$500 Admin Fees to Visit Mobile will begin March 1, 2022 and back invoiced to reflect

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

Marketing Report by Emily Gonzalez

- SEO/Engagements & Ads are performing well
- Discussed heavily promoting Spring & Summer Travel
- Strong click-through rates for online ads - above industry standards
- Discussed Expedia Ads/OTA – performing well
- Provided new Expedia report – Future Room Night Stays – up 14.7% from last year
- Added QR code to print media ads
- Born to Celebrate video is live and used in various areas

Marketing Report by Emily Gonzalez (*continued*)

- Provided budget information on activated marketing initiatives
- Discussed proposed marketing activations {budgeted but not yet activated}
 - ✓ Approved by Board
- Discussed proposed marketing increases {increases to existing campaign initiatives}
 - ✓ Approved by Board
- Discussed proposed new marketing initiatives
 - ✓ Approved by Board

Capital Committee Update by Margo Gilbert

- Grant Agreement Document prepared by Preston Bolt - presented at meeting

Amend By Laws - pushed to next meeting

Future Meeting Dates

Thursday, June 2, 2022 | In-Person | Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Meeting Adjourned at 5:29 PM by Kent Blackinton.