



**MALC Board of Directors Meeting Minutes
In Person and Zoom**

August 7, 2023

4:00 PM

Visit Mobile Boardroom | Mobile Convention Center - 4th Floor

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Judi Gullledge – Attractions Representative
Margo Gilbert – Downtown Mobile Representative
Pinal Patel – Tillman’s Corner Representative
Ken Patel – Downtown Mobile Representative
Aaron Watz – West Mobile Representative
Hunter Omainsky – Restaurant Representative

Voting Board Members Not in Attendance:

Duncan Millar – West Mobile Representative
Raj Desai – Tillman’s Corner Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Charlotte Keel – Visit Mobile
Patty Kieffer – Visit Mobile
Tom White – Visit Mobile
Oliver Dorgan – Visit Mobile
Tara Lawson – Visit Mobile

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

Approval of Minutes from the June 29, 2023 meeting.

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

Financial Report by Bobby Hall

Financials as of June 30, 2023

*Kent Blackinton motioned to approve Financials. Margo Gilbert seconded.
A unanimous vote of approval followed.*

Financial Discussion

- Due to collections being short of Budget projections the Marketing expenses will be over the budgeted amount of \$840K. Will need to use monies from Marketing Carryover from previous years to cover shortfall.

Kent Blackinton motioned to move \$185K from previous year Marketing Carryover to cover current year shortfall. Margo Gilbert seconded. A unanimous vote of approval followed.

Update on next steps for On Line Presence

- 6-month agreement | \$230/month per hotel {15 hotels in Tillman's Corner} \$20,700
- After 3 months Travel Media Group will conduct an account review with MALC
- 30-day notice required to cancel

Judi Gulledge motioned to approve a 6-month agreement for \$20,700 with Travel Media Group for online presence management of the 15 hotels in Tillman's Corner. Kent Blackinton seconded. A unanimous vote of approval followed.

Update on Security

- Night Hawk to get final contract to Kent Blackinton
- Pinal Patel commented that we need to make sure hotels have access to portal and monthly reports to the Board

Budget 2024

- Finalizing Proposed Budget
- Need to budget money for renewal year marketing and provide customized reports for each hotel

Marketing & Promotions – David Clark

- Introduction of Tara Lawson who has joined the Visit Mobile team as marketing manager. Her primary focus will be to work with the Mobile Area Lodging Corporation board of directors and membership. She will oversee communication with the members, help formulate and help to execute marketing strategies for the organization, and manage the administrative duties of the organization. She has already begun the process of getting up to speed on MALC – TID and plans to send out a survey to the hoteliers soon.

Annual Meeting

Thursday, November 2 | Mobile History Museum
Food and Beverages will be provided

Strategic Plan discussion

- Finalizing Strategic Plan

Capital Update

- Wayfinding signage - possible Gateway in Tillman's Corner

Kiosk Update

- Visit Mobile is working with True Omni to implement

Future Meeting Dates

Thursday, September 14, 2023

Thursday, October 19, 2023

Open Discussion

- Epsilon | Net Economic Impact (NEI) Report
- Need to get the brand of *Mobile* in front of new users

Meeting Adjourned at 4:55 PM by Kent Blackinton.