



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

March 27, 2025

Visit Mobile Boardroom | Mobile Convention Center - 4th 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
Duncan Millar – West Mobile Representative
Hunter Omainsky – Restaurant Representative

Voting Board Members Not in Attendance:

Pinal Patel – Tillman's Corner Representative
Ken Patel – Downtown Mobile Representative
Raj Desai – Tillman's Corner Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Cory Penn – City Council Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Patty Kieffer – Visit Mobile
Oliver Dorgan – Visit Mobile
Tara Lawson – Visit Mobile

Meeting Called to Order by Kent Blackinton at 4:01 PM.

Renewal Overview

- Ordinance was approved on March 11, 2025 with the modifications laid out in the petitions and District Management Plan. Still waiting on official word from the city as to the date that the TID assessment and the lodging tax changes will go into effect. Last we heard, the effective date is likely June 1 or soon after.

Approval of Minutes from the October 17, October 23, and November 25 meetings.
Margo Gilbert motioned. Judi Gullledge seconded.
A unanimous vote of approval followed.

Financial Report by Bobby Hall

Financials as of February 28, 2025

Duncan Millar motioned to approve Financials contingent on the reallocation of renewal costs from contingency to admin. Hunter Omainsky seconded.
A unanimous vote of approval followed.

The projected budget for the first stub-year of the new District Management Plan (June 1, 2025 – September 30, 2025) was presented.

An error was found on the budgeted amount for marketing. With that error corrected, Margo Gilbert motioned to approve the projected budget. Aaron Watz seconded.

A unanimous vote of approval followed.

Marketing & Promotions – Tara Lawson

- OTA's
 - Expedia- 5 months into this year's campaign, over \$612k in room revenue so far.
 - Amadeus- Trends are on track for this time of year according to industry averages, all metrics trending up from January to February
- Digital Campaigns
 - Began display, CTV, search, PMAX, and META campaigns with a new vendor.
 - Campaign spend is strategically different from past years, with less emphasis on display and more on campaigns that garner conversions.
 - Cost per click in all campaigns is lower than before, and overall click through rates are high.

Capital Update

- New Request - \$10,000 to commission a mural by Kelsey Montague
 - The artist is well known and has murals all over the world, including one commissioned by Taylor Swift. Montague approached the Downtown Mobile Alliance about commissioning one of her murals.
 - Location currently being scouted, Once the funds are secured, the artist will spend 5 days in Mobile for a familiarization trip for art inspiration.

Duncan Millar motioned to approve \$20,000 in Capital Funds for the art to be commissioned. Hunter Omainsky seconded.
A unanimous vote of approval followed.

- Updates
 - Tillman's Corner signage – Southwest Mobile County Chamber obtained a new quote and mock-up for the sign, once it is approved by the city they will send the invoice.
 - Tillman's Corner landscaping – Southwest Mobile County Chamber is meeting with city officials on Friday, March 28 to get approval for the plans. MALC will now be working with Bay Landscaping for the installment, as the contact previously worked with at JubileeScape has left.

Special Projects

- Security discussion
 - Members of the board have received continuous feedback about the current security plan in place for Tillman's Corner and I-65 hotels. Many hotel owners and operators do not feel it is effective.
 - A proposal was presented from Alabama Protection Agency for two designated officers to cover the same hotels from the hours of 8:00 pm to 5:00 am 7 days per week. The cost was over \$17,000 per month, compared to the \$7,000 per month currently being spent.
 - Security comes out of the contingency fund and was meant to be a temporary assistance to these areas; the budget will not allow for this increase.
 - Tara Lawson will reach out to find additional security quotes and solutions. Options such as different companies, reduced hours/days patrolled, and off-setting price for those properties who wish to pay a portion will be explored.
 - Discussion on this topic will continue at next month's meeting.

Future Meeting Dates

April 16, 2025 – Visit Mobile Board Room

Open Discussion

Meeting Adjourned at 5:40 PM by Kent Blackinton.