



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

June 1, 2023

3:00 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
Judi Gullede – Attractions Representative
Margo Gilbert – Downtown Mobile Representative
Pinal Patel – Tillman’s Corner Representative
Raj Desai – Tillman’s Corner Representative
Ken Patel – Downtown Mobile Representative

Voting Board Members Not in Attendance:

Aaron Watz – West 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
Charlotte Keel – Visit Mobile
Tom White – Visit Mobile
Oliver Dorgan – Visit Mobile

Meeting Called to Order by Kent Blackinton at 3:07 PM.

Approval of Minutes from the April 20, 2023 meeting.

*Margo Gilbert motioned. Duncan Millar seconded.
A unanimous vote of approval followed.*

Financial Report by Bobby Hall

Financials as of April 30, 2023

- Bobby will ask city to provide collection numbers by District

*Kent Blackinton motioned to approve Financials. Duncan Millar seconded.
A unanimous vote of approval followed.*

2022 Audit Report by Bobby Hall

- Discussed 2022 Audit Report
- Visit Mobile will distribute Audit Report as required by District Plan

Duncan Millar motioned to approve 2022 Audit Report. Raj Desai seconded. A unanimous vote of approval followed.

Update on Antitrust Policy

- Kent Blackinton will discuss with MALC attorney, Preston Bolt for direction

Past Due funds payment over 9 months

- Discussed response to request from past due hotel representative to allow them 9-12 months to pay off delinquent assessments. Kent Blackinton will discuss with MALC attorney, Preston Bolt regarding next steps including promissory note and placing lien.

City Audit of TID Hotels - Funding from TID to assist

- Board discussion regarding collections of assessment – City audit will hold all TID hotels accountable

Margo Gilbert motioned to approve \$50K to City of Mobile for the purpose of auditing the TID hotels collection of assessments. Kent Blackinton seconded. A unanimous vote of approval followed.

David Clark will notify City Finance Director office of decision and ask about timeline.

Allocating funding to VM for wages to support MALC

- Board discussion regarding resources for execution of marketing plan {Digital, Collaboration}

Duncan Millar motioned to approve \$30K to Visit Mobile for resources to execute the marketing plan for the balance of FY 2023 {June - September.} Kent Blackinton seconded. A unanimous vote of approval followed.

Safety Issues Tillman's Corner- Security Update

- Discussion regarding the security issues at hotels in the Tillman's Corner area
- Duncan Millar obtained a proposal from Night Hawk Patrol Services Provide (2) stops per night for (37) hotels located in Tillman's Corner and the Beltline areas. The initial term is for 3 months at \$7K/per month with a month-to-month renewal option

Margo Gilbert motioned to approve \$21K to Night Hawk for a 3-month patrol service. Kent Blackinton seconded. A unanimous vote of approval followed.

Marketing & Promotions - David Clark

- Cultural Heritage Tourism
 - Africatown Heritage House | July 8th is opening date
 - National Media will be in attendance

Strategic Plan discussion

- Bobby Hall will provide YTD spending spreadsheet
- Expedia | Most impactful to 90% of hotels | Should this be expanded?
- Other ways to impact Q-4 calendar year
- Margo Gilbert asked Visit Mobile to do some research on Jacksonville STR numbers
- Detailed Budget discussion at next meeting

Capital Update

- Africatown Heritage House - committed additional \$13,093.78
Balance of grant is \$9,507.26
- Wayfinding Signage Downtown
 - Discussed proposing \$10K to City Council to go towards the Wayfinding Signage Downtown project

Margo Gilbert motioned to approve \$10K for Wayfinding Signage Downtown project. Duncan Millar seconded. A unanimous vote of approval followed.

- Kiosk Update
 - Oliver Dorgan shared the proposal, timeline, and revised cost for (3) Kiosks. The Kiosks should be operable (4) months from receipt of payment and paperwork. The revised cost is \$53,575.
 - The Kiosks will be located on Dauphin Street, The Welcome Center, and The Mobile Convention Center
 - Visit Mobile will own, manage, and report on Kiosks as well as absorb any license fees if applicable.

Kent Blackinton motioned to approve the revised cost for purchase of (3) Kiosks to the amount of \$53,575. Margo Gilbert seconded. A unanimous vote of approval followed.

Future Meeting Dates

June 29, 2023

Meeting Adjourned at 5:31 PM by Kent Blackinton.