



MALC Board of Directors Meeting Minutes

December 5, 2023

In Person and Zoom

4:00 PM

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

Voting Board Members Not in Attendance:

Ken Patel – Downtown Mobile Representative

Pinal Patel – Tillman’s Corner Representative

Raj Desai – Tillman’s Corner 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

Patty Kieffer – Visit Mobile

Oliver Dorgan – Visit Mobile

Tara Lawson – Visit Mobile

Meeting Called to Order by Kent Blackinton at 4:04 PM.

Approval of Minutes from the October 19, 2023, and November 2, 2023, meetings.

Margo Gilbert motioned. Duncan Millar seconded.

A unanimous vote of approval followed.

Financial Report by Bobby Hall

Financials as of November 30, 2023

Kent Blackinton motioned to approve Financials. Margo Gilbert seconded.

A unanimous vote of approval followed.

- Margo recommended that a cash projection through the end of the year be presented at the next Board of Directors meeting so that the Board may assess the accuracy of this year's budget.

Officer Elections

- Nominations for Chair of the Board, Vice-Chair, Secretary, and Treasurer.
- Duncan Millar nominated Kent Blackinton for the position of Chair of the Board.
- Kent Blackinton nominated Pinal Patel for the position of Treasurer.
- Kent Blackinton nominated Margo Gilbert for the position of Vice-Chair.
- Margo Gilbert nominated Duncan Millar for the position of Secretary.

Marketing & Promotions – Tara Lawson

- Digital Campaigns
 - Expedia – Refreshed assets and launched campaigns
 - DSB&P – New ads, launched campaigns
- Advertorials
 - Signed insertion order for a two-issue package with Food and Travel Magazine. Includes a full-page ad and two page advertorial in both print and digital issues, along with digital landing pages and social media.
- Recommendations for FY2024
 - \$163,000 total carryover spend recommendations.
 - Paid Social: \$12,000
 - Video: \$30,000
 - Convention: \$30,000
 - FAM: \$50,000
 - Advertorial: \$30,000
 - Amadeus: \$16,000 / 6 months

Kent Blackinton motioned to approve \$152,000 in marketing carryover spend to carry out all marketing proposals except for Amadeus, which may need further discussion. Margo Gilbert seconded. A unanimous vote of approval followed.

Night Hawk Update

- All properties are geofenced, logs can only be input while a patrolman is on site.
- Night Hawk has been keeping track and providing evidence of all locations where they enter a lobby left unattended.
- The Board is satisfied with their level of attentiveness and will continue.

On Line Presence Contract Update

- Results show 53% participation by hotel properties.
- Results show 67% increase in TripAdvisor reviews.
- The program has shown great improvements for two properties and is something the Board of Directors may recommend properties pay for at their own discretion.
- Termination process for contract has been initiated.

Capital Discussion

- \$10,000 for wayfinding signage has been approved and is being allocated.
- Discussions for gateway arch above Dauphin Street are underway.
 - This project will require collaboration with the City of Mobile and extensive surveying before we can allocate a dollar amount.
- Internet for Convention Center
 - Margo Gilbert would like to explore the idea of funding internet connection during conventions or improving the building's internet connection.
 - This idea will be revisited later.
- Kiosks
 - Oliver Dorgan presented updated operating system for the kiosks, progress is being made and he expects the OS will be completed soon.
 - Discussion for exact placement of the kiosks continues, the Board is taking into consideration operating hours of buildings for indoor kiosks.

Future Meeting Dates

January 11, 2024, at 4:00 PM

Open Discussion

- Renewal timeline being finalized, need to reach consensus on District Management Plan changes at next meeting.

Meeting Adjourned at 5:33 PM by Kent Blackinton.