



**MALC Board of Directors Meeting Minutes
Emergency Meeting of the Board – via Zoom
2:00 PM**

November 25, 2024

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Judi Gullede – Attractions Representative
Margo Gilbert – Downtown Mobile Representative
Aaron Watz – West Mobile Representative
Duncan Millar – West Mobile Representative
Hunter Omainsky – Restaurant Representative
Raj Desai – Tillman’s Corner Representative

Voting Board Members Not in Attendance:

Pinal Patel – Tillman’s Corner Representative
Ken Patel – Downtown Mobile Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative

Meeting Called to Order by Kent Blackinton at 2:00 PM.

Renewal Discussion:

- Reason for calling the meeting: Received updates from the city on their plans for any increases in lodging tax and their comfortability with the key provisions of the District Management Plan. Final vote must be called with this knowledge to move forward on the final draft of the plan.

Kent Blackinton gave a general overview of the conversations had with city officials, their comfortability with the plan, and their plans to propose a 2% increase in lodging tax within the next calendar year. The city has agreed to the following provisions:

- Visit Mobile Baseline funding shall be 37.5% of the previous year’s total lodging tax collections.

- The City of Mobile agrees to increase no more than 2% above the current lodging tax rate of 8% (maximum of 10%), for the 5-year MTID term (from 2025-2030)
- The City agrees to start collecting Short Term Rental lodging taxes before imposing any additional lodging tax increase above the current 8% lodging tax rate.

Final District Plan Vote

- In order to move forward with the final draft of the District Management Plan, the board must nullify the vote from the October 23rd meeting and vote again. Major changes from previous vote to today: with the knowledge that there will be a lodging tax increase this calendar year, the TID will start at 1% of room rate rather than 1.5% in order to give hoteliers time to ease into the new tax rate.

Kent Blackinton moved to nullify the previous votes on assessment methodology to vote in a new plan. Margo gilbert seconded. A unanimous vote of approval followed.

Kent Blackinton moved to change the assessment methodology in the District Management Plan to the following model:

1% of room rate per occupied room per night from the inception of the plan to the end of the first (stub) fiscal year: May/June 2025-September 2025. Increase to 1.5% for the first full fiscal year from October 2025-September 2026. Increase to 2% for the duration of the plan from October 2026-May 2030.

Each board member cast individual “yes” or “no” votes. A unanimous vote in favor of the proposed assessment methodology followed.

Meeting Adjourned at 1:35 PM by Kent Blackinton.