



MALC Meeting Agenda

BOARD OF DIRECTORS MEETING

August 5, 2021 4:00PM

Mobile Convention Center Room 204A

Present: Margo Gilbert, Kent Blackinton, Judi Gullage, Nick Patel, David Clark, Duncan Millar, Pinal Patel

Not Present: Levon Manzie, Ken Patel, Raj Desai, Hunter Omainsky, Bobby Hall

- I. **Call to Order** – Kent-4:08
- II. **Approval of 6.10.21 Minutes**-Motion by Margo, second by Judy
- III. **Financial Report** – Bobby-Bobby was not present. It was mentioned we have not had a payment from the city in 3 months so not much change in revenue. A meeting was held with City Revenue department to clarify things. There was a change in contacts in the department after we got all set up and running. They are not collecting penalties and fines as initially discussed. Working on clearing that up for the future. They agreed to be sure that no Business License will be renewed in January if not paid up. Audits are still a possibility for those who have not paid.
- IV. **Marketing Update** – Emily-See attached for initiative updates. Discussed adding cruise ad spend of \$50,000 since cruising is scheduled to be back early October. Motion by Margo to approve funds, seconded by Duncan. Motion passed unanimously.
- V. **Photo Shoot Update** – Emily-Still looking to get more people booked to take advantage of this free to the partners program. Call Emily to schedule.
- VI. **One Page FAQ sheet, with website/links for inquiries**-See attached. This will provide a good overview for anyone on who we are and what we are doing.
- VII. **Capital Committee Update** – Margo
  - a. **Danny Corte Presentation**

Propose \$100k towards Multi Use Basketball/Volleyball Courts-Looking to purchase 10 removable courts to keep from having to rent thus saving money on bid costs with events. May can have up to 10 events a year by having courts on hand. Cost to purchase would be \$450,000 and City will cover much of the costs. Looking to secure funds for possible shortfall on needs. It was discussed also the County has COVID funds and they are looking for projects to spend money on. Danny will investigate that to see if they can cover some cost too. Discussion was had to approve prior to official decision from City to help speed things along. Motion to approve up to \$100,000 as needed by Kent, seconded by Judy. Motion passed unanimously.

- VIII. **FY 2022 Budget**-Proposed budget shared. It was very conservative based on July-February collections from this past year.
- IX. **Expand Hall & Associates Responsibilities**-Proposal coming from Bobby on an expanded role cost.
  - a. Additional Costs
  - b. Six Month City Update
  - c. Meeting Minutes
  - d. US Mailings, as needed
- X. **Mayor/City Six Month Update**-See attached. Details are very strong. Emily will work on a format for final use.
  - a. Review Proposed Update
- XI. **Annual Meeting** – The Steeple, September 29, 2021-Discussed having as an invite only event. 100 people or less would be the target. Key hotel management, owners and guests will be invited. Steeple would be a good venue for this. May look at a different date to give time to get fully planned.
  - a. Proposed Cost \$7,000
  - b. Invitations
  - c. Food & Beverage
- XII. **Review of Committee Roles**
- XIII. **Future Meeting Dates**
  - a. Sept-16
  - b. October-Annual meeting
  - c. November
  - d. December
- XIV. **Adjourn**-5:54