



## **MALC Board of Directors Meeting Minutes**

**November 17, 2022**

**In Person & Zoom**

**4:00 PM**

**Visit Mobile Boardroom | Mobile Convention Center - 4<sup>th</sup> Floor**

### **Voting Board Members in Attendance:**

Kent Blackinton – President of the MALA Representative

Margo Gilbert – Downtown Mobile Representative

Duncan Millar – West Mobile Representative

Pinal Patel – Tillman's Corner Representative

Judi Gulledge – Attractions Representative

### **Voting Board Members Not in Attendance:**

Ken Patel – Downtown Mobile Representative

Raj Desai – Tillman's Corner Representative

Hunter Omainsky – Restaurant Representative

OPEN – West Mobile Representative

### **Non-Voting Board Members and Others in Attendance:**

David Clark – Visit Mobile Representative

Bobby Hall, CPA – Robert Hall & Associates, PC

Emily Gonzalez – Visit Mobile

Charlotte Keel – Visit Mobile

Meredith Turncliff – Visit Mobile

**Meeting Called to Order** by Kent Blackinton at 4:06 PM.

**Approval of Minutes** from the September 22, 2022 and October 20, 2022 meetings.

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

**Financial Report** by Bobby Hall:

- Financials as of September 30, 2022 and October 31, 2022

*Margo Gilbert motioned to approve Financials. Judi Gulledge seconded. A unanimous vote of approval followed.*

Discussion regarding reallocation of Arrivalist expense from Marketing to Administrative. We will not reallocate.

### **Marketing Update** by Emily Gonzalez

- Will email presentation to Board members
- Updating Dashboards
- NEI Review – report from Digital Ads
  - Birmingham Top Market

### **Capital Committee Update**

- Tennis Center - Waiting on final paperwork before check is issued – *Approved for \$68,000*
- Sports Authority – *Check issued for \$74,000*
- Soccer Complex – Estimate \$75,000 – *waiting on Commissioner Hudson for request*
- Clotilda/Africatown Heritage House – Check issued for \$46,909 – *Approved for up to \$75,000*
- Visitor Kiosks – Visit Mobile working on this – *Approved for up to \$30,000*

### **Nick Patel | West Mobile Representative remaining term – Term expires 11/01/23**

- Kent, Duncan, and Judy will serve on the Nominating Committee and submit nominee names for the Board to vote on at the next meeting.

### **Review and Update Hotels in DMA | Room Count | Contacts**

- Work with City Revenue Department to verify and update list - delinquent

### **Future Meeting Dates**

December – No meeting

January 19, 2023

**Meeting Adjourned** at 5:02 PM by Kent Blackinton.