



MALC Board of Directors Meeting Minutes
In Person
3:00 PM
Mobile Marriott | 3101 Airport Blvd, Mobile, AL 36606

April 18, 2024

Voting Board Members in Attendance:

Kent Blackinton – President of the MALA Representative
Margo Gilbert – Downtown Mobile Representative
Aaron Watz – West Mobile Representative
Duncan Millar – West Mobile Representative
Pinal Patel – Tillman’s Corner Representative
Raj Desai – Tillman’s Corner Representative

Voting Board Members Not in Attendance:

Ken Patel – Downtown Mobile Representative
Hunter Omainsky – Restaurant Representative
Judi Gullede – Attractions Representative

Non-Voting Board Members and Others in Attendance:

David Clark – Visit Mobile Representative
Bobby Hall, CPA – Robert Hall & Associates, PC
Oliver Dorgan – Visit Mobile
Tara Lawson – Visit Mobile

Meeting Called to Order by Kent Blackinton at 3:04 PM.

Approval of Minutes from the March 21 meeting.

*Margo Gilbert motioned. Kent Blackinton seconded.
A unanimous vote of approval followed.*

Financial Report by Bobby Hall

Financials as of March 31.

*Kent Blackinton motioned to approve Financials. Margo Gilbert seconded.
A unanimous vote of approval followed.*

Marketing & Promotions – Tara Lawson

- Digital Campaign Results
 - Expedia – Performing on pace and as expected, next month will move into a higher inventory buy. Hotels can request their individual property results.
 - Travel Click GDS Campaign – First full month of reporting plus half month from February, campaign is performing extremely well. Hotels can request their individual property results.
 - Display – Campaign has plateaued slightly, CTR remains about the same. Cruise campaign has decreased slightly, likely due to ship moving out of port for the season and necessary content refresh. Should expect to see an increase in activity during the “wave season” with higher booking rates.

Capital Update

- Tillman’s Corner Beautification Project
 - Raj Desai, David Clark, and Tara Lawson met with Melanie Lobel from JubileeScape today to get a proposal for a beautification project in Tillman’s Corner. The project would include landscaping to make the area more inviting to guests as they come off the 15B exit. Proposal to follow.

Special Projects

- Attractions-focused marketing efforts
 - Fill attribute some existing digital display and paid social media campaign content towards attractions.
 - Attractions representatives are encouraged to bring a proposal of what they would like help with and the cost to the MALC board.
 - Duncan Millar recommended setting aside an agreed-upon amount of funds that the attractions representatives can request from.
 - It was noted that the digital kiosks will also heavily feature attractions.

District Management Plan

- Assessment – Tara Lawson will review major vs minor changes guidelines from Civitas to determine exactly which shifts in assessment require a re-petition.
- Budget distribution – If assessment amount increases, the budget distribution will likely shift so that funds can be better distributed to Marketing and Capital Improvements, as a large increase in Administrative funds may not be as necessary.

Future Meeting Dates

- Thursday May 30, 2024

**edit to add, following the meeting this date was changed to Thursday, June 6th due to schedule conflicts.*

Open Discussion

Meeting Adjourned at 4:06 PM by Kent Blackinton.