



MALC Board of Directors Meeting Minutes

January 11, 2024

In Person

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

Hunter Omainsky – Restaurant Representative

Voting Board Members Not in Attendance:

Pinal Patel – Tillman's Corner Representative

Ken Patel – Downtown Mobile Representative

Raj Desai – Tillman's Corner 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 4:02 PM.

Approval of Minutes from the December 5, 2023, meeting.

Aaron Watz motioned. Margo Gilbert seconded.

A unanimous vote of approval followed.

Financial Report by Bobby Hall

Financials as of December 31, 2023.

Kent Blackinton motioned to move \$150,000 from 22nd State Bank to First Horizon Bank to collect highest interest. Duncan Millar seconded.

A unanimous vote of approval followed.

Kent Blackinton motioned to approve Financials. Aaron Watz seconded. A unanimous vote of approval followed.

Marketing & Promotions – Tara Lawson

- Digital Campaign Results
 - OTA – Expedia campaign kickoff results
 - Duncan Millar requested year over year results in next report.
 - ZTV – DSB&P campaign kickoff results
 - 98.5% completion rate on videos
 - SEM – Compass campaign kickoff results
 - Results were for half month as campaign started mid-November.
- Amadeus Proposal
 - New proposal targeted at business travelers in immediate surrounding areas, targets travel agents with a history of booking in those areas.
 - 6-month proposal - \$10,243.51

Kent Blackinton motioned to approve campaign with Amadeus. Duncan Millar seconded. A unanimous vote of approval followed.

Capital Update

- Earmarked Capital Improvement projects for 2024
 - Soccer complex, \$75,000
 - Wayfinding signage, \$10,000
- Discussion of possible projects
 - Gateway arch over Dauphin Street
 - Trolley for Hank Aaron Loop
 - Electronic signage in Convention Center
 - WIFI improvements in Convention Center
 - SCAD
 - Airport Blvd exit
 - Funding of a revolving/ongoing transportation costs

District Management Plan Changes

- Board of Directors discussed the difference in timelines for “minor” or “major” changes to the District Management Plan in order to renew
 - Minor changes would not require a petition from TID properties
 - Major changes would require a petition from TID properties
- All Board of Directors members present at meeting are in favor of adjusting the assessment amount in the new District management plan, whether that be an increase to \$2 or changing the assessment methodology to a percentage of room rate.

- All Board of Directors members present at meeting are in favor of adjusting section VI. "GOVERNANCE" subsection B. "Continuation of City Services" of the District Management Plan to increase Visit Mobile's baseline funding.
- Discussions will need to be had with the three Board of Directors members not present along with socializing the ideas with TID hotel owners and City Council members before writing the new District Management Plan.

Future Meeting Dates

February – none

March – 21st at 4:00 PM

Open Discussion

- Kent Blackinton brought up the County Tax Audit being brought to local businesses, wanted all stakeholders to be aware that it could eventually mean an audit of MALC.
- New TID Hotel – Best Western Plus located at 600 West I-65 Service Road South. Tara Lawson will put together a welcome packet and make a visit soon.

Meeting Adjourned at 5:15 PM by Kent Blackinton.