



Board of Directors  
Regular Meeting Minutes

Date: April 26, 2022

Recorded by Sally Westendorf

**Board Members Present:** Karen Bobe, David Bodenhamer (left at 9:45am), Susan Boggs, Bill Brett (Vice-Chair), Glen Kaiser (Chairman), Mac McAleer, Frank Reed, Mark Stillings (Secretary-Treasurer) (a quorum was met).

**Board Members Absent:** Robert Craft, Penny Groux, Tony Kennon, Bill Bennett

**GSOBT Staff Members Present:** Laura Beebe, Kim Chapman, Joanie Flynn, Beth Gendler, David Greene, Jo Phillips, Michelle Russ, Cheryl Vickers, Sally Westendorf

**Visitors:** Matt Taylor (Grant, Sanders & Taylor, CPA's), Lindsey Korff (A&R Group, via Telephone Zoom)

**Call to Order**

Chairman Glen Kaiser called the meeting to order at 8:30am in the conference room at the Orange Beach Welcome Center in Orange Beach, AL and via Zoom.

Chairman Kaiser opened the floor for Beth Gendler for opening announcements. Beth introduced Sally Westendorf, new executive assistant.

Chairman Kaiser introduced Matt Taylor (Grant, Sanders and Taylor, CPA's) who presented an overview of the 2021 Audited Financials.

Bill Brett made a motion to accept the 2021 audited financials, seconded by Susan Boggs. After no discussion, the motion passed unanimously

**Board Meeting Minutes**

Bill Brett made a motion to approve the March 22, 2022 Board of Director's meeting minutes, seconded by Susan Boggs. After no discussion, the motion passed, with Frank Reed and Karen Bobe abstaining (as they were not present at the February 2022 meeting).

**Consent Agenda Items**

The following reports were included in this month's meeting packet as agenda items: Destination Growth Indicators, Communications, H & I Report, Sales and Sports Report, and Financial Statements. Review of the Consent Agenda Items was tabled due to the length of the meeting. The board agreed to add Year-to-Date Consent Agenda Items to the May 2022 Board meeting, and review, discuss and vote at that time.

**Page Two**  
**Board of Directors' Meeting**  
**April 26, 2022**

**Committee Reports**

David Greene, on behalf of the Finance Committee of the Board of Directors, presented the recommended revised 2022 budgets for review and discussion.

Resolution 22-11, Approval of Proposed 1<sup>st</sup> Quarter Revised 2022 Special Events Funds Budget; Mark Stillings made a motion to accept Resolution 22-11, seconded by Bill Brett. After no discussion, the motion passed unanimously.

Resolution 22-12, Approval of Proposed 1st Quarter Revised 2022 Sports Commission Fund Budget; Mark Stillings made a motion to accept Resolution 22-12, seconded by Bill Brett. After no discussion, the motion passed unanimously.

David Greene presented Resolution 22-13; approval of Proposed 1st Quarter Revised 2022 Operating Fund Budget. The finance committee met on April 21, 2022 and approved.

There was a question about line item #79, the transfer of \$183,500 in funds. Fifteen hundred dollars (\$1,500) was transferred to the special events fund and \$182,000 to the Sports Commission Fund budget.

David explained that in January, the board agreed to give the City of Gulf Shores \$300,000 which was 50% of the projected cost to build Pickleball Courts in Gulf Shores. They have now asked for an additional \$91,000 to cover the rise in cost. After lengthy discussion, the finance committee agreed to give the City of Gulf Shores an additional \$91,000, but we would need to ear mark an additional \$91,000 to give to the City of Orange Beach for unspecified sports projects (Total - \$182,000).

Bill Brett made a motion to approve Resolution 22-13, the Proposed 1st Quarter Revised 2022 Operating Fund Budget after adding an extra \$500,000 to be used for a marketing boost for the summer and fall (\$250,000 and \$250,000 or however Joanie sees fit to divide). Karen Bobe seconded and the vote to approve was unanimous.

**Action Items**

Michelle Russ presented documentation for approval of the Sports Grant for 2022 International Powerlifting League World Championship, happening October 20-23, 2022, for \$7,500.00. The Sports Advisory Committee has approved. This event was originally scheduled to take place in Russia but was postponed due to the conflict in Ukraine. Karen Bobe made a motion to approve the request, seconded by Mark Stillings. After no discussion, the motion passed unanimously.

Resolution 22-07, Affirming Support of the South Baldwin Regional Workforce Authority; Beth Gendler explained the background for the development of the Authority as a means for accepting funding from public entities. The Authority will be managed by the Gateway Initiative team, and include the 3 cities mayors, members from the Chambers of Commerce, and 11 other seats of local business leaders. Resolution 22-07 will be utilized alongside others from partner

**Page Three**  
**Board of Directors' Meeting**  
**April 26, 2022**

organizations to include in funding requests. Karen Bobe made a motion to approve Resolution 22-07, seconded by Bill Brett.

Resolution 22-08, Designation of CVB Document Signers for Gulf Shores Land Purchase; Beth Gendler and David Greene summarized the content of the resolution. Bill Brett made a motion to approve Resolution 22-08, seconded by Karen Bobe. After no discussion, the motion passed unanimously.

Resolution 22-09, Designation of CVB Document Signers for Mortgage Loan for Gulf Shores Land Purchase; Beth Gendler briefly summarized details of the resolution. Mark Stillings made a motion to approve Resolution 22-09, seconded by Bill Brett. After a brief discussion about the process flow from negotiations to closing, the motion passed unanimously.

Bill Brett initiated the discussion of the language used in the Property Agreement concerning the Right of Way statements for County Road 8 Property. The board decided that we go back to the Seller and express our concerns and see what he will do. We would then draft an addendum to the purchase agreement and bring back to the board for approval. The vote was tabled until Beth Gendler speaks to the Seller about our concerns. She will then get back with the board. If necessary, an emergency board meeting on May 17 will be called to review and vote for approval.

David Greene outlined details related to the request to approve the bid received for the emergency generator for the Gulf Shores Welcome Center. After a brief discussion, Bill Brett made a motion to approve the bid, seconded by Susan Boggs. The motion was passed unanimously.

Beth Gendler initiated a discussion relating to the topic of the CR 8 property, specifically ordering Phase 1 of an Environmental Study. The discussion will be tabled until details of the real estate transaction are confirmed by all parties.

**Discussion Items**

Beth Gendler briefly covered the topic of the engineering prospects for the CR 8 project. So far, Volkert is an option, with Goodwyn Mills Cawood (GMC; Daphne) on the books for an initial consultation with Beth on 4/27. Both proposals will be presented to the Board at the May meeting.

BEach SAFE Week campaign: Laura Beebe outlined the plan to establish a local, annual campaign to align with the national campaign, which will be supported by public safety leaders as well as the county and municipalities. The communications team has drafted proclamations for the cities' Fire Chiefs to present to each of the municipalities. The dates of the campaign will fall between May 23 – May 30 of this year.

**Page Four**  
**Board of Directors' Meeting**  
**April 26, 2022**

Beth Gendler outlined details of the organizational email address and domain change. The 6-month campaign will be organized to transition and advertise the coming change, all in an effort to better reflect who we are. Beth explained the plan is to go live in November of this year with AlabamaBeaches.com. Susan Boggs made a motion to support the project effort; Bill Brett seconded the motion, and with no further discussion, the motion was passed unanimously.

David Greene distributed and reviewed details pertaining to refinancing the four facilities' mortgages. He requested the board's support to continue moving forward in the pursuit of rolling the two Gulf Shores Welcome Center mortgages together as well as locking in a single rate for all mortgages. This process would also allow for the organization to pay off the debt more quickly. The board agreed David should continue pursuing the opportunity on behalf of the organization.

**Adjourned**

Chairman Kaiser adjourned the meeting at 10:08 am.