



## Board of Directors Regular Meeting Minutes

Date: January 25, 2022  
Recorded by Cheryl Vickers

### **Board Members Present:**

Bill Bennett  
Karen Bobe  
Bill Brett  
Robert Craft  
Penny Groux  
Glen Kaiser  
Tony Kennon  
Mac McAleer  
Frank Reed  
Mark Stillings

**\*a quorum was met**

### **Board Members Absent:**

David Bodenhamer  
Susan Boggs

### **Staff Members Present:**

Laura Beebe  
Kim Chapman  
Joanie Flynn  
Beth Gendler  
David Greene  
Jo Phillips  
Michelle Russ  
Cheryl Vickers

### **Virtual Guests:**

Dustin Gontarski, Compass Media  
Bill Geist, DMOproz

### **Call to Order**

Chairman Bill Brett called the meeting to order at 8:35am in the conference room at the Orange Beach Welcome Center in Orange Beach and via Zoom.

### **Opening Discussion**

Chairman Brett opened the meeting by welcoming those in attendance.

After a brief discussion about the 2022 slate of officers, Robert Craft made a motion to nominate Glen Kaiser as Chairman, Bill Brett as Vice-Chairman and Mark Stillings as Secretary-Treasurer. Penny Groux seconded and after no discussion, the vote to approve the motion was unanimous.

### **Board Meeting Minutes**

Chairman Brett asked for a motion to approve the November 2021 board meeting minutes (there was no December Board of Director's meeting). Mac McAleer made a motion to approve the minutes, seconded by Mark Stillings. After no discussion, the motion passed unanimously.

Due to time constraint, Chairman Brett asked to move to the Committee Reports for action.

### **Action Items**

Mark Stillings reported that the Finance Committee met on January 24, 2022. He then relinquished discussion items to David Greene who asked approval for the following agenda items discussed and recommended for approval by the Finance Committee:

Resolution 22-01, approving the annual contribution percentage (5% of gross wages) to the Profit-Sharing Plan for 2022. Mark Stillings made a motion to approve Resolution 22-01. After a brief discussion about researching the amount comparable communities contribute, Penny Groux seconded and the vote to approve was unanimous.

There was discussion about streamlining the enhancement event grant process by contributing a lump sum that will cover all of the enhancement events (one day, <\$2,000) per year. This will allow each City to manage their own events. The board members agreed on the concept and a formal contract will be drafted and presented to the cities. The \$25,000 grant to each City is included in the 2022 budget.

Resolution 22-02, approving the year-end adjustments to the 2022 Special Events Fund Budget. Robert Craft made a motion to approve Resolution 22-02. Karen Bobe seconded and the motion passed unanimously.

Resolution 22-03, approving the year-end adjustments to the 2022 Sports Commission Budget. Mark Stillings made a motion to approve Resolution 22-03 and Mac McAleer seconded. The vote to approve was unanimous.

Mark Stillings, Chairman of the Finance Committee, explained how they came up with a starting number for the budget. They took a 15% reduction from the 2021 actuals and made it the starting point. He noted that there had been an adjustment in the 2022 budgeted Lodging Tax Revenue for 2.0 version of the budget. The 2022 Lodging Tax Revenue in the V1.0 of the budget approved in November 2021 was equal to 85% of the 2021 Actual Tax Revenue for January through October plus 85% of the Budgeted Tax Revenue for November and December 2021. The 2022 Lodging Tax Revenue in the V2.0 of the budget is equal to 85% of the 2021 Actual Tax Revenue for January through December 2021.

January 25, 2022  
Page Three  
Board Meeting Minutes

Mark Stillings clarified Line Item #88, Proposal for \$10 million Land Purchase. We have an offer on County Rd. 8 property for \$5,520,000 and the line items shows a breakdown of the purchase of the property.

Bill Brett reiterated that we are not committing to anything, but we are still in the planning stage. The number \$10m was used in the event we have to choose an alternate plan.

Resolution 22-04, approving the year-end adjustments to the 2022 Operating Fund Budget. Mark Stillings made a motion to approve Resolution 22-04 and Karen Bobe seconded. The vote to approve was unanimous.

There was a question about an alternative property. Beth advised that we have inquired about the Bama Bayou property, in Orange Beach. Sheila Hodges is researching and working with a real estate agent. Another possibility is the Gulf Shores Golf Course property, but Commissioner Blankenship says that is not an option. We do have a letter of intent on the County Road 8 property and are waiting to hear back from the Seller.

Resolution 22-05 designating the Chairman (Glen Kaiser), Secretary-Treasurer (Mark Stillings), President/CEO (Beth Gendler) and Vice President of Marketing (Joanie Flynn) as a check signee for 2022. Robert Craft made a motion to approve Resolution 22-05 and Glen Kaiser seconded. The vote to approve was unanimous.

Approval of 2022 Board of Director's Meeting Schedule - Mark Stillings made a motion to approve the 2022 Board of Director's Meeting Schedule. Glen Kaiser seconded and after no discussion, the vote to approve was unanimous.

Approval of New Position – Mark Stillings made a motion to approve Jo Phillips as Director of Finance. Glen Kaiser seconded and after no discussion, the vote to approve was unanimous.

Approval of 2021 Wage and Salary Schedule – Mark Stillings made a motion to approve the 2021 Wage and Salary Schedule and Robert Craft seconded. After no discussion, the vote to approve was unanimous.

Approval of Resolution 22-06 ratifying the approval of Resolution 21-19, commending Herb Malone for his years of service to the Alabama Gulf Coast Convention & Visitors Bureau. The resolution was approved at the Board of Director's Retreat on December 2, 2021. Mark Stillings made a motion to approve Resolution 22-06 and Mac McAleer seconded. After no discussion, the vote to approve was unanimous.

Approval of Enhancement Event Grant – The City of Orange Beach is requesting a \$2,000 enhancement event grant for the “Thoroughly Modern Millie” performances at the Orange Beach Performing Arts Center. Glen Kaiser made a motion to approve the grant request from the City

January 25, 2022  
Page Four  
Board Meeting Minutes

of Orange Beach for the “Thoroughly Modern Millie” performances. Penny Groux seconded and the vote to approve was unanimous.

Another item of discussion at the finance committee meeting is updating the vacation policy. It is currently 1 week after the 1st year, 2 weeks, years 2-5, and 3 weeks after 5 years. Beth Gendler’s recommendation is 2 weeks, years 1-5, which can be used after the 90-day probationary period, and 3 weeks after 5 years. The board would like revisit the vacation policy and profit sharing contribution amount at a later date.

Karen Bobe made a motion to change the current vacation policy to 2 week’s vacation at 1-5 years that can be used beginning after the 90-day probationary period and 3 week’s vacation after 5 years. This policy can be amended per individual at the discretion of the President/CEO. Glen Kaiser seconded the motion and after no further discussion, the vote to approve was unanimous.

Approval of Agreement with the City of Gulf Shores on assisting with funding of the construction of 12 pickleball courts. After a lengthy discussion, the finance committee concurred that we not move farther until we have a definite plan on the Sportsplex. Mayor Craft advised that due to the bid coming back much higher, the construction has been put on hold. No action was taken at this time.

Chairman Brett reviewed the accommodations inventory included in the board packet. He stated that RV sites should be included in the report.

Update from Robert Craft – Regarding bridges, they have developed a plan with a compromise that will get everyone on the same page. A letter is going out today.

Bill Geist, facilitator at the 2021 Board of Director’s retreat, joined the meeting via Zoom to discuss the proposed 2022-2024 Strategic Plan (attached hereto).

Approval of the 2022-2024 Strategic Plan – Mark Stillings made a motion to approve the 2022-2024 Strategic Plan. Glen Kaiser seconded and the vote to approve the motion was unanimous.

Chairman Brett commended Jo Phillips, David Greene and the entire staff for their hard work on putting together the 2022 budgets.

Adjourned - 9:55am