



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

Board of Directors' Meeting
February 22, 2022
Orange Beach Welcome Center Conference Room

AGENDA

- | | |
|---|--------------------------|
| Call to Order | Glen Kaiser |
| A. 1. <i>Approval of January Board of Directors' Meeting Minutes</i> | Glen Kaiser |
| B. Consent Agenda Items and Performance Measures | <u>Questions Contact</u> |
| 2. <i>Destination Growth Indicators</i> | Beth Gendler |
| 3. <i>Communications Report</i> | Joanie Flynn |
| 4. Future of Worth the Wait Campaign | Joanie Flynn |
| 5. GSBOT Tik-Tok Launch | Crystal Hinds |
| 6. Chat Bot Efforts for Website | Crystal Hinds |
| 7. <i>H&I Report</i> | Kim Chapman |
| 8. <i>Sales and Sports Report</i> | Michelle Russ |
| 9. <i>Financial Statements</i> | David Greene |
| C. Motion to Accept Consent Agenda Items | Glen Kaiser |
| D. Action Items | |
| 10. <i>Vacation Policy Recommendations</i> | Beth Gendler |
| 11. Profit Sharing Contribution Recommendations | Beth Gendler |
| E. Discussion Items | |
| 12. Land Purchase Update | |
| Adjourn | |

**Next Regular Meeting Date:
March 22, 2022
Location: OBWC**