



GULF SHORES & ORANGE BEACH TOURISM

Alabama's White-Sand Beaches

Board of Directors' Meeting
January 25, 2022
Orange Beach Welcome Center Conference Room

AGENDA

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|---|--------------------------|
| Call to Order | Bill Brett |
| Presentation | |
| 1. <i>2022-2024 Strategic Plan</i> | Bill Geist, DMOproz |
| A. 2. Approval of 2022 Officers | Bill Brett |
| B. 3. <i>Approval of November Board of Directors' Meeting Minutes</i> | Bill Brett |
| C. Consent Agenda Items and Performance Measures | <u>Questions Contact</u> |
| 4. <i>Destination Growth Indicators</i> | Beth Gendler |
| 5. <i>Communications Report</i> | Joanie Flynn |
| 6. Presentation adding TikTok as a Social Platform | Crystal Hinds |
| 7. Presentation on ChatBot and Guest Texting | Kim Chapman |
| 8. <i>H&I Report</i> | Kim Chapman |
| 9. <i>Sales and Sports Report</i> | Michelle Russ |
| 10. <i>Financial Statements</i> | David Greene |
| D. Motion to Accept Consent Agenda Items | Bill Brett |
| E. Committee Reports | |
| 11. <i>Finance Committee</i> | David Greene |
| 12. <i>Approval of Resolution 22-01 - Profit Sharing Plan Discretionary Contribution for 2022</i> | David Greene |
| 13. <i>Approval of Resolution 22-02 - Revised Annual Special Events Fund Budget for 2022</i> | David Greene |
| 14. <i>Approval of Resolution 22-03 - Revised Annual Sports Commission Fund Budget for 2022</i> | David Greene |
| 15. <i>Approval of Resolution 22-04 - Revised Operating Fund Budget for 2022</i> | David Greene |
| 16. <i>Approval of Resolution 22-05 - Designation of Check Signers</i> | David Greene |
| F. Action Items | |
| 17. <i>Agreement to provide funding to the City of Gulf Shores for Pickleball Courts</i> | Michelle Russ |
| 18. <i>Approval of 2021 Wage & Salary Schedule</i> | David Greene |

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| <i>19. Approval of 2022 Board of Directors' Meeting Schedule</i> | Bill Brett |
| <i>20. Change in Job Title – Director of Finance</i> | David Greene |
| <i>21. Approval of Resolution 22-06, ratifying Resolution 21-19 commending Herb Malone on his years of service to the CVB</i> | Bill Brett |
| <i>22. Approval of Enhancement Event Grant for OB Performing Arts Center – “Thoroughly Modern Millie”</i> | David Greene |

Discussion Items

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| <i>23. Breakdown of Condos, Hotels and Houses</i> | Beth Gendler |
| 24. Vacation Policies | Beth Gendler |

Adjourn

Next Regular Meeting Date: February 22, 2022
Location: OBWC

Guest Speaker:
Chris Blankenship, Commissioner
Alabama Department of Conservation and Natural Resources