



Board of Directors
Regular Meeting Minutes

Date: July 26, 2022

Recorded by Sally Westendorf

Board Members Present: Karen Bobe, Susan Boggs, Glen Kaiser, Mark Stillings, David Bodenhamer, Penny Groux, Frank Reed, Gerald Tipton; (a quorum was met)

Board Members Absent: Bill Brett, Bill Bennett, Robert Craft, Tony Kennon,

GSOBT Staff Members Present: Laura Beebe, Kim Chapman, Joanie Flynn, Beth Gendler, David Greene, Jo Phillips, Michelle Russ, Sally Westendorf, Kim Jones, Ashley Wilson

Visitors: none

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:31 am in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Board Meeting Minutes

Mark Stillings made a motion to approve the June 28, 2022 Board of Director's meeting minutes, seconded by Gerald Tipton. After no discussion, the motion passed. David Bodenhamer abstained as he was absent from the June meeting.

Consent Agenda Items

The following Consent Agenda Items were reviewed and discussed:

Beth Gendler reviewed the Destination Growth Indicators (DGI) report, with a focus on occupancy data. Forecasted occupancy numbers are trending over 2019 actuals data, but lower than 2021 (85.8% for this year; 88% in 2021, and 81.3% in 2019). The data show vacation rental management occupancy at 84.4% for June 2022, compared to 87.1% in 2021 and 78.6% in 2019.

There was a brief discussion about owner versus visitor occupancy for this year compared to last.

Joanie Flynn provided an overview of the Communications Report, with the following key takeaways: related to website traffic, new users were up almost 37%; organic searches dropped significantly, however amount of website traffic is about the same; blog sessions produced over 95k sessions; we saw nearly 220k industry partner referrals; signups for the eTidings newsletter were up 28% from 2021. As well, within the report are links to all places industry partners can

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go to access BEach SAFE and Leave Only Footprints materials. Lastly, there are now 33 VRMs participating in the Key Data database.

Kim Chapman gave a brief overview of the H&I Report. During the month of June, guests reported a preference for in-person interactions (80%). As well, guest texting continues to be popular, with questions spanning all categories (e.g., ranging from seaweed questions to restaurant options, and marine fuel locations). Kim reported guests continue to prefer receiving guides and specialty brochures via mail, and that more vacation guides were sent than in 2019 and 2021.

Michelle Russ reviewed the Sales & Sports Report, which outlines that all numbers were up for the year to date, from sales to leads to servicing. Michelle made a special mention that this was the last week of USSA softball and Perfect Game baseball tournaments for the season. As well, for softball, the event was labeled as a college showcase, with 37 college scouts present.

David Greene provided a brief update from the Finance department. June revenue was 12.5% more than last year, which was 32% ahead of budget. July figures were down 17.5%, however, not all money was included yet. Year to date, revenue was 9.9% ahead of 2021, and 29% ahead of budget.

David reported that there was an issue with fraud during the month of June (hackers). As a result, policy revisions and training procedures will be implemented. There was a short discussion about cyber security practices, personally and within the workplace.

Karen Bobe made a motion to approve the consent agenda items, seconded by Susan Boggs. After no discussion, the motion passed unanimously.

Action Items

David Greene presented *Resolution 22-14: Renewal of the CVB's \$1M Line-of-Credit Loan with The First Bank* as well as *Resolution 22-15: Refinancing of the Mortgages with The First Bank for the Orange Beach Welcome Center, Gulf Shores Welcome Center and the Ops Center*.

Details of both were discussed with Finance Committee prior to the meeting, and all members gave their seal of approval. Refinancing includes all 3 mortgages, at 3.52%, with 6-year terms for the Ops Center and Orange Beach Welcome Center, and an 8-year term for the Gulf Shores Welcome Center.

Penny Groux made a motion to approve Resolution 22-14; Susan Boggs made a second motion. With no additional discussion, the motion passed unanimously.

Susan Boggs made a motion to approve Resolution 22-15; Penny Groux made a second motion. With no additional discussion, the motion passed unanimously.

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David Greene presented *Resolution 22-16: AGCCVB Adoption Agreement for SAI Non-Std. Defined Contribution Plan Rev. 202*. Federal law requires the organization to restate the plan every 6 years, and this revision includes a definition change for employee compensation (e.g., tuition reimbursement), among other small changes.

Susan Boggs made a motion to approve Resolution 22-16; Karen Bobe made a second motion. With no additional discussion, the motion passed unanimously.

Discussion Items

Joanie Flynn provided an overview of the most recent wave (63) of the American Travel Sentiment Survey. As of July 6th, 57% of respondents revealed having personal finance concerns when considering their travel plans. Sixty-three percent were concerned about travel expenses (i.e., gas prices). Many travelers chose destinations closer to home (up 5 points from the last wave of this study), planned to reduce the number of trips taken (up 5 points), are planning to spend less on retail (up 4 points), will reduce spending on entertainment activities (up 6 points), and aim to reduce food and beverage expenditures (up 1 point). Of note, 22% of remote workers are planning to travel and work remotely, so this organization will target them.

Adjourned

Chairman Kaiser adjourned the meeting at 9:51 am.

Next Regular Meeting Date:
August 23, 2022
Location: OBWC