



Board of Directors
Regular Meeting Minutes

Date: November 15, 2022
Recorded by Sally Westendorf

Board Members Present: Karen Bobe, David Bodenhamer, Bill Brett, Robert Craft, Glen Kaiser, Mark Stillings, Gerald Tipton; (a quorum was met)

Board Members Absent: Bill Bennett, Susan Boggs, Tony Kennon, Penny Groux, Frank Reed

GSOBT Staff Members Present: Kim Chapman, Joanie Flynn, Michelle Russ, Beth Gendler, David Greene

Visitors: none

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:37 am in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Board Meeting Minutes

The meeting minutes from October 2022 were presented.

Robert Craft made a motion to approve the October 25, 2022 minutes, seconded by Mark Stilling. After no discussion, the motion passed. Members absent from the October meeting abstained from voting.

Consent Agenda Items

The following Consent Agenda Items were reviewed and discussed:

Beth Gendler reviewed the Destination Growth Indicators (DGI) report. Beth noted there was packet content missing because the STR report (hotel occupancy data) had yet to be delivered.

Joanie Flynn introduced new hire Laurie Madigan, Advertising Manager. Joanie provided an overview of the Communications Report, noting handouts: the new vacation guide, with new ad campaigns, as well as Arrivalist database output. Joanie reported that website event sessions were up 45%, while email signups grew by double digits. She also showcased a few PR articles of interest.

Before the meeting was called to order, Joanie reviewed the details of the vacation guide and advertising samples for the Leisure campaign for 2023.

Page Two
Board of Directors Meeting
November 15, 2022

Kim Chapman gave a brief overview of the H&I Report. She noted a number of events where H&I staff utilized the remote welcome center to increase guest interactions. Kim reported that there were increases in all metric points for monthly guest servicing.

Michelle Russ reviewed the Sales & Sports Report. Michelle noted a 54% YTD room night generation increase due to meetings business. Michelle also noted a number of events coming up as well as recent event successes (e.g., Food Truck Festival).

David Greene provided an update from the Finance department. He reported being up by 1.1% for the month of October, 11% ahead year-to-date (30% ahead of budget).

Bill Brett made a motion to approve the consent agenda items, seconded by Karen Bobe. With no further discussion, the motion was passed unanimously.

Action Items

David Greene reviewed details of the Finance Committee Meeting minutes from the meeting on November 1st, 2022, and Resolutions 22-20 through 22-22.

For Resolution 22-20, Proposed Revised 2022 Special Events Fund Budget V5.0 and 2023 Preliminary Budget V1.0, David Greene and Mark Stillings noted very few changes. Bill Brett made a motion to approve Resolution 22-20, with a second from Gerald Tipton. The motion passed unanimously.

David Greene reviewed Resolution 22-21 Proposed Revised 2022 Sports Commission Fund Budget V5.0 and 2023 Preliminary Budget V1.0. Of note, David discussed an increase of \$47,500 for advertising sports events. Bill Brett made a motion, seconded by Mark Stillings. The motion to approve Resolution 22-21 passed unanimously.

David Greene reviewed details of the operating fund budgets, Resolution 22-22 Proposed Revised 2022 Operating Fund Budget V5.0 and 2023 Preliminary Budget V1.0 and explained allocations for alternative projects and promotions (e.g., sports, sales, and leisure advertising). The Finance Committee members specifically advised allocating monies into a capital projects fund for the sports feasibility study and sports complex project. Robert Craft made a motion to approve Resolution 22-22, and Karen Bobe seconded the motion. With no further discussion, the motion passed unanimously.

David Greene outlined new details of the Enhancement Grant Policy, which was previously revised in 2013, namely that CVB staff would manage grant decisions moving forward. Bill Brett moved to approve the updated Enhancement Grant Policy, with a second from Mark Stilling. With no further discussion, the motion passed unanimously.

Beth Gendler outlined information pertaining to the maximum dollar figure for unbudgeted sports grants (i.e., the policy previously established a \$3000 maximum). Beth explained the goal would be for the staff to evaluate and decide which new sporting events received these grants. Bill Brett moved for approval, with a second from Robert Craft. With no opposition, the motion passed unanimously.

Page Three
Board of Directors Meeting
November 15, 2022

Discussion Items

The board decided to cancel the December Board Meeting (December 20th). The board will gather for a retreat on December 7th, and then the next regular meeting will be on January 24, 2023.

Adjourned

Chairman Kaiser adjourned the meeting at 9:32 am.

Next Meeting Date:
Annual Board of Directors Retreat
December 7, 2022
The Lodge at Gulf State Park | Gulfview Ballroom I