



Board of Directors
Regular Meeting Minutes

Date: January 24, 2023
Recorded by Sally Westendorf

Board Members Present: David Bodenhamer, Bill Bennett, Susan Boggs, Bill Brett, Robert Craft, Penny Groux, Glen Kaiser, Tony Kennon (arrived at 9:14am), Frank Reed, Mark Stillings, Gerald Tipton; (a quorum was met)

Board Members Absent: Karen Bobe

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

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.

2023 Officers

The present board members briefly discussed executive officers for 2023 stay the same as 2022. Gerald Tipton made a motion to approve, seconded by Bill Bennett. The motion passed unanimously.

Board Meeting Minutes

The meeting minutes from November 2022 were presented.

Bill Brett made a motion to approve the November 15, 2022 minutes, seconded by Mark Stillings. After no discussion, the motion passed. Members absent from the November 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, which was December data. Beth reviewed and explained trends that looked similar to other months in 2022: slight increases from 2021. As well, she reviewed forecasted data from Key Data (short term rentals) through the month of April, which show strong spring numbers.

Joanie Flynn provided an overview of the Communications Report. Joanie specifically pointed out the website traffic report which showed strong organic search and trip. She also pointed out

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the success of the Snowbird Lecture Showcase Series: hundreds of attendees at each event. Joanie also mentioned that the new Huntsville December targeting effort was successful: it ran in 2nd place, just behind the full year campaign. She also shared the PR team success for 2022. Lastly, Joanie reported 6141 units are being reported in Key Data, under 37 total companies.

Kim Chapman gave a brief overview of the H&I Report. She explained a trend of new snowbird visitors, who have opted to stay in our destination for a shorter span for a 'try out' then move on.

Michelle Russ reviewed the Sales & Sports Report for December activities. She reported that all measures were up except sporting room nights, due to baseball and softball decrease over summer. Michelle reported that sports sponsorship sales were strong. Michelle also gave a summary of upcoming events for February and March.

David Greene provided an update from the Finance department. Of note, he noted that December tax revenue was down 3% from last year, but YTD totals finished ahead of 2021 by 10% and 30% ahead of the original budget.

Bill Brett made a motion to approve the consent agenda items, seconded by Susan Boggs. 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 January 19, 2023 and Resolutions 23-01 through 23-05.

For Resolution 23-01 (employee profit sharing contributions). The finance committee recommended approval of this policy of contributing 5%. Board members recommended looking into a compensation study to determine if this policy was updated and competitive. Bill Brett made a motion to approve Resolution 23-01, and Susan Boggs seconded the motion. With no further discussion, the motion passed unanimously.

David Greene presented Resolution 23-02 (special events fund budget). The finance committee recommended approval of the budget. Bill Brett made a motion to approve Resolution 23-02, and Penny Groux seconded the motion. With no further discussion, the motion passed unanimously.

David Greene reviewed details of Resolution 23-03 (sports commission budget). Mark Stillings explained the finance committee recommended approval and then made a motion to approve Resolution 23-03, and Gerald Tipton seconded the motion. With no further discussion, the motion passed unanimously.

David Greene outlined new details of Resolution 23-04 (operating fund budget). The budget will be \$20.5 million for 2023. David and Bill Brett clarified details surrounding the transfer of funds to the capital projects fund (for eventual use towards the sports complex project) plus additional funds transferred toward marketing efforts to attempt to boost June and August business. Glen

invited all board members to join the facilities taskforce meeting on the same day and/or meet with the SFA consultants for an individual interview.

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Bill Brett made a motion to approve Resolution 23-04, and Susan Boggs seconded the motion. With no further discussion, the motion passed unanimously.

David Greene reviewed the details of Resolution 23-05 (2023 CVB check signers), which will be the same as the prior year (Glen Kaiser, Mark Stillings, Beth Gendler, and Joanie Flynn).

Bill Brett made a motion to approve Resolution 23-05, and Robert Craft seconded the motion. With no further discussion, the motion passed unanimously.

Discussion Items

The 2023 Board Meeting Dates were presented to the Board members present. There were no issues or concerns expressed.

Kim Chapman played the video of Crystal and Kim being interviewed by Simple View for use and innovation of the Text and Chatbot programs.

Beth reported that the 20-acres adjacent to the sportsplex property is still under contract with developers attempting to build apartments, but that they will stay in touch with the CVB if something changes.

Robert Craft provided an update about development of the access road onto County Road 8: the previous buyer is no longer involved and new plans are being developed with the current owner of the property.

Beth reported that conversations are moving forward with the city of Orange Beach for workforce development housing, daycare, etc.

Beth provided an update about feedback received about the destination (“problems”). Beth indicated that these types of questions are not asked in our current surveying and research efforts, but that the CVB will plan to include a new type of surveying (e.g., economic development needs) in future research efforts (i.e., in social media campaigns, etc.).

Beth shared the analysis done between our destination’s lodging revenue and the Florida panhandle. The CVB will provide this data regularly.

Adjourned

Chairman Kaiser adjourned the meeting at 9:31 am.