



Board of Directors  
Regular Meeting Minutes

Date: October 24, 2023  
Recorded by Sally Westendorf

**Board Members Present:** Bill Bennett, David Bodenhamer, Bill Brett, Glen Kaiser, Ken Kichler, Frank Reed; Mark Stillings; (a quorum was met)

**Board Members Absent:** Karen Bobe, Susan Boggs, Robert Craft, Penny Groux, Tony Kennon

**GSOBT Staff Members Present:** Kim Chapman, Beth Gendler, David Greene, Crystal Hinds, Jo Phillips, Michelle Russ, Todd Walton, Sally Westendorf

**Visitors:**

**Call to Order**

Chairman Glen Kaiser called the meeting to order at 8:33 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

**Board Meeting Minutes**

The meeting minutes from September 2023 were presented. Bill Brett made a motion to approve the September 26, 2023 minutes, seconded by Mark Stillings. After no discussion, the motion passed. Members absent from the September meeting abstained from voting.

**Consent Agenda Items**

The following Consent Agenda Items were reviewed and discussed:

Beth Gendler summarized the October DGI including occupancy forecasts. Beth specifically noted that decreases in YTD and month-to-month are likely due to inventory increases in vacation rental units.

Todd Walton reviewed the Communications Report. Todd announced Laura Beebe's resignation and Crystal Hinds' promotion to Director of Marketing.

Kim Chapman outlined the Hospitality and Information report. She noted that Industry Partner servicing continues to work well with the new IP Liaison, Kim Jones.

Michelle Russ summarized the Sales and Sports report. There was a brief discussion about the calculation of "economic impact", which Michelle explained is based on stats from the DGI. Michelle noted upcoming events.

David Greene briefly outlined the October Financial statements.

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

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**Action Items**

David Greene summarized *Resolution 23-15 - 2023 Special Events Fund Budget V5.0 and Preliminary Special Events Fund Budget V1.0*, noting a target fund balance of \$10k for both years. Bill Brett made a motion to approve the resolution, seconded by Mark Stillings. With no discussion, the motion was passed unanimously.

David Greene summarized *Resolution 23-16 – 2023 Sports Commission Fund Budget V5.0 and 2024 Preliminary Sports Commission Fund Budget V1.0*. Mark Stillings provided additional summary information and made a motion to approve the resolution. Bill Bennett seconded the motion. With no discussion, the motion was passed unanimously.

David Greene summarized *Resolution 23-17 – 2023 Operating Fund Budget and Operating Fund Budget V1.0*, noting a drop in expected lodging tax by \$119k and several other changes (e.g., sales and marketing; advertising and promotions; personnel expenses). Specifically, David commented about moving to an outside ad agency and outlined expenses connected with that change. David stated that \$1M would be spent on additional marketing and another \$1M would be allocated to capital projects fund for the sportsplex project. Mark Stillings provided final comments on behalf of the Finance Committee about the movement of funds.

Bill Bennett made a motion to approve *Resolution 23-17*, seconded by Ken Kichler. With no discussion, the motion was passed unanimously.

David Greene presented item 11, *By-Laws Update for Role of Secretary-Treasurer*. Bill Brett made a motion to approve the updated By-Laws, seconded by David Bodenhamer. With no discussion, the motion was passed unanimously.

David Greene provided a summary of proposed updates to the CVB Weapons Policy, explaining that CVB lawyers have been consulted and tasked with the development of the new policy. The board requested a rewrite by the legal team for more leniency when employees travel. A new version will be provided at the next meeting for approval.

Beth Gendler summarized item 13, negotiation details with OTA consultants StaySense/Amplify. She provided a recap of their formulas, fees, etc. and explained that the company is willing to split service fee revenues once \$10k/month is reached. There was an in-depth discussion about the topic and the Board decided to table the discussion until the next meeting.

**Discussion Items**

Glen Kaiser reminded the Board of the early board meeting in November (11/14).

Beth Gendler reminded the Board of the upcoming Board Retreat (11/30-12/1).

The Board opted to cancel the December 2023 Board meeting.

**Adjourned**

Chairman Glen Kaiser adjourned the meeting at 9:52 a.m.