



Executive Committee Meeting Minutes

Date: January 23, 2024

Recorded by Jo Philips; David Greene; Crystal Hinds

Board Members Present: David Bodenhamer, Bill Brett, Glen Kaiser, Ken Kichler, Frank Reed, Mark Stillings; (a quorum was not met)

Board Members Absent: Bill Bennet, 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

Visitors: Grant Brown (City of Gulf Shores), Steve Meyer (Innisfree Hotels), Gabe DiCianni (Innisfree Hotels)

Call to Order

Chairman Glen Kaiser called an Executive Committee meeting to order at 8:32 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Board Meeting Minutes

The meeting minutes from November 14, 2023, and 2023 Board Meeting Minutes Re-Approval (Feb. – Sept. Date Errors) were not approved due to lack of quorum.

Glen asked the following visitors to introduce themselves: Steve Meyer and Gabe DiCianni.

Consent Agenda Items

The following Consent Agenda Items were reviewed and discussed:

Beth Gendler summarized the December DGI including vacation rental and hotel occupancy forecasts, and year-end destination lodging revenue. Beth was asked to check with Granicus and find out if their reporting can breakout condos and beach houses being rented.

Todd Walton reviewed the Communications Report. Todd gave a Staysense update and expects to launch in full within the next 30-days. Todd also explained new tactics that are improving the overall performance in all marketing areas.

Kim Chapman outlined the Hospitality and Information report. She gave an update on the Winter Lecture series and how well attended it has been to date.

Michelle Russ summarized the Sales and Sport report. She explained how events have positively impacted total room nights for the year and reviewed the new Leakage Report.

David Greene briefly outlined the year-end Financial Statements.

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No vote to approve the Consent Agenda Items was made.

Action Items

Numerous items will be moved to the February Board meeting due to lack of quorum. The Executive Committee voted on other items, which will need to be ratified by the full board at the February 2024 meeting.

David Greene summarized Resolution 24-01-2024 Profit Sharing Plan Contribution. Mark Stillings made a motion to approve Resolution 24-01, seconded by Bill Brett. With no discussion, the motion was passed unanimously by the Executive Committee.

David Greene summarized Resolution 24-02-2024 Special Events Fund Budget V2.0. Bill Brett made motion to approve Resolution 24-02, seconded by Mark Stillings. With no discussion the motion was passed unanimously by the Executive Committee.

David Greene summarized Resolution 24-03- 2024 Sports Commission Fund Budget V2.0. Bill Brett made a motion to approve Resolution 24-03, seconded by Mark Stillings. With no discussion, the motion was passed unanimously by the Executive Committee.

David Greene summarized Resolution 24-04- 2024 Operating Fund Budget V2.0. Bill Brett discussed working capital reserve increase to \$1million from \$500,000 due to increased expenses. Bill Brett made a motion to approve Resolution 24-04, seconded by Mark Stillings. With no discussion, the motion was passed unanimously by the Executive Committee.

It was agreed upon by the Executive Committee and present members of the Board of Directors that the discussion at previous board meetings and at the annual board retreat allows the GSOBT marketing team to move forward with Paid Search Marketing.

Discussion Items

Beth gave a brief recap on what is involved in a Tourism Incentive District (TID) formation. AADMO has paid for a statewide enabling legislative act to be submitted during the 2024 legislative session in Montgomery. AADMO is supporting this effort at the state level in order to reduce one, major step for any Alabama DMO to move forward at the local level to enact a TID. Beth reiterated this is not something our organization intends to seek, and it is different from the Cooperative District we are asking the cities to form. We are supporting this effort by AADMO.

2024 Meeting Dates may be posted on our website following this meeting.

Todd Walton presented the new Zartico research we now have available to our organization. Todd gave a brief description of how it can be used and a few changes that need to be made. No reporting, including this research, is able to provide all guest information. Zartico is a sampling of where our guests come from, how much they spend while in market, and for events how those guests move around the destination.

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Beth Gendler gave an update on which firm the Task Force chose for the Site Concept Plan: Chambless King/Volkert. The task force met with them on January 18, 2024. The design group will provide two site concept plans within 30 days. Changes will be suggested, and the final design is due fifteen days after the changes are made.

Beth Gendler gave an update on meeting with restaurants and the cities to discuss the Cooperative District and a possible new tax to pay for the sports tourism complex build. Restaurants are supportive, and numerous businesses have submitted letters of support. A meeting was held with the City of Gulf Shores Finance Committee, and Beth hopes to be on the agenda later this month or early next with the City of Orange Beach Council.

Adjourned

Chairman Glen Kaiser adjourned the meeting at 9:50 a.m.