



Board of Directors
Regular Meeting Minutes

Date: November 14, 2023
Recorded by Sally Westendorf

Board Members Present: David Bodenhamer, Susan Boggs, Bill Bennet, Bill Brett, Penny Groux, Glen Kaiser, Tony Kennon, Ken Kichler, Frank Reed, Mark Stillings; (a quorum was met)

Board Members Absent: Karen Bobe, Robert Craft

GSOBT Staff Members Present: Kim Chapman, Beth Gendler, David Greene, Crystal Hinds, Jo Phillips, Michelle Russ, Todd Walton, Sally Westendorf, Easton Colvin, Michelle Miller, Ashley Wilson

Visitors: Ford Handley (City of Orange Beach), Billy Widner (Brett/Robinson), Sheila Hodges (STARR, Meyer)

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:30 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Board Meeting Minutes

The meeting minutes from October, 24 2023 were presented. Bill Brett made a motion to approve the minutes, seconded by Mark Stillings. After no discussion, the motion passed. Members absent from the October meeting abstained from voting.

Beth introduced staff guests (Easton, Michelle, and Ashley).

Glen asked the following visitors to introduce themselves: Billy Widner, Ford Handley, and Sheila Hodges.

Consent Agenda Items

The following Consent Agenda Items were reviewed and discussed:

Beth Gendler summarized the November DGI including vacation rental and hotel occupancy forecasts. There was a lengthy discussion about the Accommodations Inventory, including how the municipalities count RV businesses. There was also a brief discussion about business insurance issues across the state.

Todd Walton reviewed the Communications Report. Todd announced the new partnership with Madden Media.

Kim Chapman outlined the Hospitality and Information report.

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Michelle Russ summarized the Sales and Sports report. Michelle commended Ashley Wilson for her work with the Parrot Heads MOTM event, which produced 6,431 room nights. Michelle also mentioned the soccer tournament in Foley over the previous weekend (240 teams).

David Greene briefly outlined the November Financial statements.

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

Action Items

David Greene provided a revised summary of the proposed updates to the CVB Weapons Policy, and there were additional edit requests to update the verbiage in the policy so that it applies to employees and board members as well as specific details for pocket knives. David Greene will bring updates to the next meeting.

Beth Gendler summarized continued 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.

Bill Brett made a motion to accept the proposal, seconded by Bill Bennett, with proposed amendments for the length of the agreement and cancellation terms. There was a discussion about individual set-up or “subscription” fees charged to Industry Partners (which there will be no fees), and finally, the motion was passed unanimously; Bill Brett opposed the motion.

Discussion Items

Susan Boggs provided an update on the NOAA Rice’s Whale update.

Beth Gendler noted a few reminders about the upcoming Board Retreat and showed the draft agenda.

Adjourned

Chairman Glen Kaiser adjourned the meeting at 9:55 a.m.