



Board of Directors
Regular Meeting Minutes

Date: February 27, 2024
Recorded by Jo Philips

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

Board Members Absent: Bill Bennet

GSOBT Staff Members Present: Kim Chapman, Beth Gendler, David Greene, Jo Phillips, Michelle Russ, Austen Bowmen

Visitors: Steve Meyer (Innisfree Hotels)

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 November 14, 2023 were presented. Susan Boggs made a motion to approve the minutes with the change that Frank Reed was not in attendance. Ken Kichler seconded the motion. After no discussion, the motion passed. Karen Bobe abstained.

January 24, 2024 Executive Session Minutes were presented. Bill Brett made a motion to approve the minutes. David Bodenhamer seconded the motion. After no further discussion, the motion passed. Members absent from the January meeting abstained.

February -September 2023 minutes were presented with corrected date errors. David Bodenhamer made a motion to approve the minutes. Bill Brett seconded the motion. After no discussion, the motion passed.

Beth introduced Steve Meyers from Innisfree Hotels as a visitor to the board meeting.

Consent Agenda Items

Beth summarized January DGI. There was a large decrease in VRM occupancy compared to last year. As discussed in previous board meetings, we do not restate occupancy due to the ever-changing landscape of short-term rentals. These are snapshots of time based on how many units are in the rental market at any given time.

Page Two
Board of Directors Meeting
February 27, 2024

Further discussion occurred about reporting December to November as the year vs. January to December. This has been done in the past for seasonal occupancy. It was determined seasons have shifted and staff will work towards reporting on calendar years going forward beginning in 2025.

A discussion was had about adding hotels and RV units to the Granicus number within the Accommodation Inventory to have a better picture of the number of units being rented within the destination in totality. We will make that change for the April Board meeting.

With Todd's absence, Beth reviewed the Communications report. Paid search began February 6 and there will be a report next month. Todd provided a comp set report, and all Panhandle destinations are down through spring.

Kim Chapman reviewed the Hospitality and Information report.

Michelle Russ summarized the Sales and Sports report.

David Greene briefly outlined the January Financial Statements. He reviewed the tax chart and YTD we are 2.5% over budget.

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

Action Items

Board of Directors Officer, Re-elections. All agreed to stay in their current positions. Susan Boggs made a motion to approve the Board of Directors Officers, seconded by Karen Bobe. With no discussion, the motion was passed unanimously.

Resolution 24-05-2024 Designated Check Signers. Robert Craft made a motion to approve Resolution 25-05, seconded by Penny Groux. With no discussion, the motion was passed unanimously.

Resolution 24-07-Renewal of \$2M Line of Credit with The First Bank. Bill Brett made a motion to approve Resolution 24-07, seconded by Mark Stillings. With no discussion, the motion was passed unanimously.

Revised Weapons Policy was tabled until the next board meeting.

2024 Meeting Dates. Penny Groux made a motion to approve the 2024 Meeting Dates, seconded by Karen Bobe. With no discussion, the motion was passed unanimously.

Enhancement Event Grant Program. Staff is making a recommendation to change the policy and give the \$2000 approved and budgeted grants following the event taking place regardless of the event providing receipts as the previous policy required. Karen Bobe made a motion to accept the changed policy for the Enhancement Event Grant Program, seconded by Mark Stillings. With no discussion, the motion was passed unanimously.

Page Three
Board of Directors Meeting
February 27, 2024

Discussion Items

Update on Sports Tourism Facility and Revenue Sources. Beth gave update about gaining restaurant support for the additional 1% tax to pay for the facilities. However, she was unable to gain support from the City of Gulf Shores and therefore never presented to the City of Orange Beach. Discussion was held about self-funding the facility and what that would entail. Support to devise a plan to accomplish this and bring it to the board at the March meeting was agreed upon by all present board members.

Sports Tourism Facility Task Force presented the two conceptual design plans for the site. All members present agreed with Option #2. The plan will be forwarded to all board members following the meeting today. Beth asked all board members to give any suggestions or feedback for changes to the Site Concept Option #2 this week. Final Site Concept design will be presented to the Task Force on March 22nd.

The Current Gambling/Casino Bill was discussed and the board decided not to take a formal stance on the issue.

A question regarding the Outdoor Recreation spend in the Zartico Director's Report was asked. Beth responded that RV Camp Sites are included in this spend amount and that is due to how the business identifies with the credit card company.

An update on the Staysense booking engine and how the bookings are progressing was given by Beth. She explained we are still in the testing phase, and it is not front and center on our website as it will be once the bugs are worked out. It was mentioned that we need to look into the AL Real Estate Law requiring the property management company to be listed on each unit.

The following items that were voted on in last month's Executive Session were presented. January 16, 2024 - Finance Committee Meeting Minutes; Resolution 24-01 – 2024 Profit Sharing Plan Contribution; Resolution 24-02 – 2024 Special Events Fund Budget V2.0; Resolution 24-03 – 2024 Sports Commission Fund Budget V2.0; Resolution 24-04 – 2024 Operating Fund Budget V2.0; Reappointment of Bodenhamer, Reed and Stillings

Adjourned

Chairman Glen Kaiser adjourned the meeting at 10:40 a.m.