



Alabama Gulf Coast Convention & Visitor's Bureau  
Board of Directors  
Regular Meeting Minutes

Date: February 25, 2025  
Recorded by Sally Westendorf

**Board Members Present:** Susan Boggs, Bill Bennett, Karen Bobe, Bill Brett, Robert Craft, Penny Groux (departed at 9:42, prior to consent agenda approval), Glen Kaiser, Ken Kichler, Frank Reed, Mark Stillings (a quorum was met)

**Board Members Absent:** David Bodenhamer, Tony Kennon

**GSOBT Staff Members Present:** Kim Chapman, Beth Gendler, Kellie Herrod, Crystal Hinds, Jo Phillips, Michelle Russ, Carlos Serrano, Miriam Gordon, Brittany Nieto

**Visitors:** Greg Alexander, Steve Meyer, Scott Bordeaux, Gary Ellis, Sheila Hodges, Sarah Ralph, Tabitha Williams, Ford Handley, Billy Widner

### **Call to Order**

Chairman Glen Kaiser called the meeting to order at 8:31 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Guests were introduced. Board Members and Staff introduced themselves as well.

### **Presentation**

Glen Kaiser introduced the presenter, Jason Sprenkle CEO of Key Data.

Jason provided an update on the Key Data Dashboard products, including recent and soon-to-come platform changes (e.g., access to hotel data for VRMs). He also gave a market update, which included a discussion about changes in inventory/supply impacting typically reported KPIs. A few board members had change requests for how data is viewed within the dashboard.

### **Board Meeting Minutes**

The meeting minutes from the January 28, 2025 meeting were presented. Bill Brett made a motion to approve the minutes pending two changes. Karen Bobe seconded the motion. After no discussion, the motion passed. Members absent in January abstained.

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**Action Items**

Beth Gendler introduced the 3-Year Strategic Plan and reviewed each goal and subsequent tactic. The Board members present agreed to a few changes and will review and approve a new version at the March meeting.

**Consent Agenda Items**

Beth Gendler summarized the January DGI (December and November 2024 data). Beth specifically noted the new Accommodations Inventory Growth handout (page 17 of DGI). There was a short discussion about strategies to obtain RV data.

Crystal Hinds reviewed the January Communications report. She explained a project to map out commercial-type traffic focused on lodging amenities and outlined the incoming Expedia connection with StaySense for hotel partners.

Michelle Russ summarized the January Sales and Sports report, starting with the Sports Advocacy video. Michelle outlined key updates and noted two articles relevant to sports tourism that were included in the packets.

Kim Chapman reviewed the Visitor and Partner Services report from January. Highlighting the new Mobile Welcome Center, which debuted at the Seafood Festival. Kim also noted a new section in the monthly report that will be specific for outlining statistics for the Mobile Welcome Center.

Carlos Serrano briefly outlined the January Financial Statements. He noted a few expenses: one to the small community air service development grant and a spring advertising push. He also noted that the organization is beginning the transition over to NetSuite from QuickBooks.

Susan Boggs moved to approve, with a second from Ken Kichler. With no opposition, the motion to approve the Consent Agenda items from January 2025 passed unanimously by present members.

**Announcements & Discussion Items**

Beth Gendler outlined a few key notes on behalf of GUMBO, including a *Shark Alert* bill that many members of the local community are opposing.

Beth reminded the group that SFC would be present at the March meeting to discuss any and all questions about the proposals, forecasts, and other details for the Herbt J. Malone sports tourism complex project.

**Adjourned**

Chairman Glen Kaiser adjourned the meeting at 10:26 am.