



BOARD OF DIRECTORS MEETING

July 22, 2025

Orange Beach Welcome Center Conference Room

AGENDA

Call to Order

Glen Kaiser

Approval of Minutes

1. [Approval of June 24, 2024 Board of Directors Meeting Minutes](#)

Glen Kaiser

Action Items

2. [July 1, 2025 Finance Committee Meeting Minutes](#)
3. [Resolution 25-09 – 2025 Operating Fund Budget V4](#)
4. [Resolution 25-10 – 2025 Sports Commission Fund Budget V4](#)
5. [Resolution 25-11 – 2025 Special Events Fund Budget V4](#)
6. Farming Lease Renewal – CR8 Property

Carlos Serrano

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Beth Gendler

Consent Agenda

7. [Destination Growth Indicators Dashboard; \(SharePoint Link\)](#)
8. [Communications Report Dashboard; \(SharePoint Link\)](#)
9. [Visitor & Partner Services Report Dashboard; \(SharePoint Link\)](#)
10. [Sales & Sports Report Dashboard; \(SharePoint Link\)](#)
11. [June Financial Statements](#)

Beth Gendler

Crystal Hinds

Kim Chapman

Michelle Russ

Carlos Serrano

Annoucements & Discussion

12. Future of Gulf Shores Welcome Center
13. [Agenda Layout Restructure](#)
14. [Lodging Keywords Discussion](#)
15. Sports Complex Development
 - a. [O'Brien Property Update](#)
16. Next Meeting: Tuesday, August 26, 8:30 am, Orange Beach Welcome Center

Beth Gendler

Glen Kaiser

Crystal Hinds

Beth Gendler

Adjourn

Glen Kaiser