



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

Date: July 22, 2025
Recorded by Sally Westendorf

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

Board Members Absent: Susan Boggs, Tony Kennon

GSOBT Staff Members Present: Kim Chapman, Beth Gendler, Crystal Hinds, Carlos Serrano

Visitors: Greg Alexander, Ford Handley, Steve Meyer, Tater Harris, Hunter Harrelson, Robert Avila

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 introduced themselves.

Board Meeting Minutes

The meeting minutes from the June 24, 2025 meeting were presented. Penny Groux made a motion to approve the minutes, which Ken Kichler seconded. After no discussion, the motion passed. Members absent in June abstained.

Action Items

Carlos Serrano presented the July 1, 2025 Finance Committee Meeting Minutes.

Carlos reviewed the recommended budgets, starting with the Sports Commission, via *Resolution 25-10 – Sports Commission Fund Budget V4*. Mark Stillings made a motion to approve *Resolution 25-10*; seconded by Bill Brett. The motion carried.

Carlos reviewed *Resolution 25-11 – Special Events Fund Budget V4*. Mark Stillings made a motion to approve *Resolution 25-11*; seconded by Penny Groux. The motion carried.

Carlos Serrano, Mark Stillings, and Crystal Hinds explained details of changes to the operating fund budget outlined in *Resolution 25-09 – Operating Fund Budget V4*.

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Beth Gendler explained that the current farming lease agreement with Doug Lipscomb will be ready for renewal in November. Bill Brett made a motion to renew the farming lease agreement for the CVB-owned land on Coastal-Gateway Blvd, which was seconded by Ken Kichler. The motion passed unanimously.

Robert Craft arrived after discussions about the Operating Fund budget adjustments.

There was a lengthy discussion about the Allegiant partnership, a marketing coop program.

Bill Bennett made a motion to approve the Operating Fund budget adjustments as outlined via *Resolution 25-09*, and specified that the \$500,000 allocation towards marketing, recommended by staff, be amended according to the following: cutting the Allegiant partnership in half (from \$106,000 to \$53,000) and adding that \$53,000 towards Fall marketing. Karen Bobe seconded the motion. The motion passed unanimously.

Consent Agenda

Senior Staff summarized the departmental reports. Bill Brett made a motion to accept the consent agenda items, seconded by Karen Bobe. After no discussion, the motion passed.

Announcements & Discussion Items

Beth Gendler presented the proposed new meeting agenda layout, explaining that members of staff participated in a half day seminar on Roberts Rules, led by a nation-wide expert, which led to proposed changes in the agenda layout and meeting format.

Crystal Hinds presented the Lodging Keywords list, items that would be used in paid search marketing plans. She explained that a proposal will be prepared for the December Retreat.

Beth Gendler provided an update on the O'Brien property (adjacent land to sports complex property). There will be more updates after the next City of Gulf Shores council meeting.

Beth Gendler made mention of the Future of the Gulf Shores Welcome Center (GSWC) as a major part of the CVB strategic plan. She proposed that the group consider the pros and cons of selling the GSWC. A committee will be re-formed for more deliberation, and this will become an agenda item for the December Board Retreat.

The next Board Meeting will be held on Tuesday, August 26, 8:30 am, Orange Beach Welcome Center.

Adjourned

Chairman Glen Kaiser adjourned the meeting at 9:58 am.