



BOARD OF DIRECTORS MEETING

November 18, 2025

Orange Beach Welcome Center Conference Room

AGENDA

Call to Order	Bill Brett
Suspension of Reading & Approval of Minutes <i>(voting)</i>	
1. <u>Approval of October 28, 2024 Board of Directors Meeting Minutes</u>	Bill Brett
Financial Update <i>(non-vote)</i>	
2. <u>Report on the Financial Status of the Organization as of October 31, 2025</u>	Carlos Serrano
Action Items <i>(vote if necessary)</i>	
3. <u>2026 Meeting Schedule</u>	Bill Brett
4. Operations Center Offer	Beth Gendler
5. Resolution 25-15 – Approval to Sell Gulf Shores Welcome Center	Carlos Serrano
Departmental Reports <i>(non-vote; open for questions)</i>	
6. <u>Destination Growth Indicators Dashboard; (SharePoint Link)</u>	Beth Gendler
7. <u>Communications Report Dashboard; (SharePoint Link)</u>	Crystal Hinds
8. <u>Visitor & Partner Services Report Dashboard; (SharePoint Link)</u>	Kim Chapman
9. <u>Sales & Sports Report Dashboard; (SharePoint Link)</u>	Michelle Russ
Announcements	
<u>Board Retreat</u> : Wednesday, December 3 rd – Friday, December 5 th , Hilton Pensacola Beach	
Adjourn	Bill Brett