



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

Date: November 18, 2025  
Recorded by Sally Westendorf

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

**Board Members Absent:** Karen Bobe, Glen Kaiser

**GSOBT Staff Members Present:** Kim Chapman, Beth Gendler, Crystal Hinds, Michelle Russ, Carlos Serrano, Liz Von Bergen, Amy Peralta, Christy Baranovics

**Visitors:** Cole Walker, Tater Harris, Ford Handley, Billy Widner, Jon Walker, Hunter Harrelson

### **Call to Order**

Bill Brett 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. Amy Peralta, Sales Manager (retiring) and Christy Baranovics, and Liz Von Bergen

### **Suspension of Reading & Approval of Minutes**

The meeting minutes from the October 28, 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 October abstained.

### **Financial Update**

Carlos Serrano presented the *Financial Status of the Organization as of October 31, 2025*.

### **Action Items**

Bill Brett presented the *2026 Board Meeting Schedule*.

Susan Boggs made a motion to approve *2026 Board Meeting Schedule*, which was seconded by Penny Groux. The motion carried.

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Beth Gendler explained an offer to purchase the Operations Center. The proposal was to rent the building back to the CVB.

Robert Craft made a motion to decline the purchase offer of the Operations Center, which was seconded by Susan Boggs. The motion carried.

Carlos Serrano presented the *Resolution 25-15 – Approval to Sell Gulf Shores Welcome Center*.

Mark Stillings made a motion to approve *Resolution 25-15 – Approval to Sell Gulf Shores Welcome Center*, which was seconded by Ken Kichler. The motion carried with no discussion.

**Departmental Reports**

Beth Gendler explained that Allegiant Airlines just announced five new routes starting in May 2026: Oklahoma City (OKC), Springfield (SGF), Omaha (OMA), Louisville (SDF), and Huntsville (HSV).

Senior Staff summarized the departmental reports.

Tony Kennon arrived at 9:00 am.

**Announcements**

The next Board gathering will be the retreat, beginning with a dinner reception on Wednesday, December 3, and concluding on Friday, December 5<sup>th</sup>. All events will be held at the Hilton Pensacola Beach.

**Adjourned**

Bill Brett adjourned the meeting at 9:18 am.