



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

Date: February 24, 2026
Recorded by Sally Westendorf

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

Board Members Absent: Mark Stillings

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

Visitors: Tater Harris, Blake Phelps, Ford Handley, Cole Walker, Jon Walker, Saxon Brett

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:31 am.

Suspension of Reading & Approval of Minutes

The meeting minutes from the November 18, 2025 meeting were presented. Penny Groux made a motion to approve the minutes, which Susan Boggs seconded. After no discussion, the motion passed. Members absent in November abstained.

Financial Update

Carlos Serrano presented the *Financial Status of the Organization as of January 31, 2026*.

Action Items

Board Officer elections were held. Glen Kaiser agreed to continue as Chairman; Mark Stillings agreed to continue as Secretary/Treasurer; and Bill Brett agreed to continue as Vice Chair. There were no additional nominations. Karen Bobe made a motion to re-elect each member to their current positions, with a second from Ken Kichler. The motion carried unanimously.

Beth Gendler presented *Resolution 26-01 – Dr. LaDon Swann Recognition*. Susan Boggs moved to approve, and Penny Groux seconded the motion. With no opposition, the motion passed unanimously.

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Carlos Serrano reviewed *Resolution 26-05 – 2026 Profit Sharing Plan Contribution*, which was reviewed during the January 20, 2026 Finance Committee meeting. The Finance Committee recommended approval: Bill Brett moved to approve *Resolution 26-05*, and Karen Bobe seconded the motion. With no opposition, the motion passed unanimously.

Carlos Serrano outlined *Resolution 26-06 – Designation of Checksigners & Draft Officers for 2026*. There was a brief discussion about CVB financial approval processes, which were recently updated, for stringency. Bill Brett made a motion to approve *Resolution 26-06*, with a second from Bill Bennett. With no opposition, the motion passed unanimously.

Carlos Serrano outlined *Resolution 26-07 – Position & Wage Scale 2026*. Bill Brett made a motion to approve *Resolution 26-07*, with a second from Bill Bennett. With no opposition or further discussion, the motion passed.

Carlos Serrano summarized each of the budget adjustments following the *January 20, 2026 Finance Committee Meeting Minutes* handouts. There was a question about one aspect of the budget, and the Board requested review again at the March meeting.

Beth Gendler outlined the details of agenda item 12, *Offer to Purchase O'Brien Property*. She explained a recent appraisal valued the property at just over \$80K/acre. Beth provided a summary of progress with SFC, collaboration with the City of Gulf Shores, and other stakeholders to submit a rezoning packet by March 2nd, in preparation for a Planning and Zoning meeting on April 28th. There was a discussion about the City of Gulf Shores moratorium on rezoning requests.

Ken Kichler moved that the organization make an offer on the *O'Brien Property* of the appraised value, up to a 1.5% increase (i.e., up to \$27,900 more than the appraised value; with a ceiling of \$1.9M), and if necessary, including a \$100,000 non-refundable deposit (if requested by the sellers), with a second from Bill Bennett. With no opposition, the motion passed unanimously.

Crystal Hinds presented the details of the *SEM Lodging Keyword Plan* and sought approval to move forward. Penny Groux, Robert Craft, and Bill Bennett departed during this discussion; a quorum was maintained. Bill Brett moved to approve the *SEM Lodging Keyword Plan*, with a second from Karen Bobe. With no opposition, the motion passed unanimously.

New Business

Bill Brett covered details of a proposed meeting with the Municipalities, the Sheriff's Department, and the business community regarding Spring Break for 2027.

Beth Gendler provided an update on new legislation (SB121/HB260; HB296), explaining that GUMBO is working to oppose these bills.

Announcements

The next meeting will be held on March 24th at 8:30am, at the Orange Beach Welcome Center.

Adjourned

Chairman Glen Kaiser adjourned the meeting at 10:18 am.