



BOARD OF DIRECTORS MEETING

August 25, 2026 | Orange Beach Welcome Center

AGENDA

Call to Order

Bill Brett

Suspension of Reading & Approval of Minutes *(voting)*

1. [Approval of July 28, 2026 Board of Directors Meeting Minutes](#)

Bill Brett

Financial Update *(non-vote)*

2. [Report on the Financial Status of the Organization as of July 31, 2026](#)

Michael Akridge

Action Items *(vote if necessary)*

3. [2027 Board Meeting Dates](#)

Bill Brett

4. [GUF Sign](#)

Crystal Hinds

New Business *(non-vote)*

5. GUMBO Update
 - a. County Lodging Tax
 - b. Tourism Protection Act
 - c. Chairman's Dinner – Wednesday 10/7 – 4 seats available

Beth Gendler

Departmental Reports *(non-vote; open for questions)*

6. [Destination Growth Indicators Dashboard; \(July PDF\)](#)
7. [Communications Dashboard; \(July PDF\)](#)
8. [Visitor & Partner Services Dashboard; \(July PDF\)](#)
9. [Sales & Sports Dashboard; \(July PDF\)](#)

Beth Gendler

Crystal Hinds

Beth Gendler

Michelle Russ

Announcements

Next Meeting: Tuesday, September 22, 8:30 am, Orange Beach Welcome Center

Reminder: Wednesday, 12/2 – Thursday, 12/3 *Annual Board Retreat* at Perdido Beach Resort

12/2: Dinner Reception 12/3: All Day Retreat (details to follow)

Adjourn

Bill Brett