



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

Date: August 25, 2026
Recorded by Sally Westendorf

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

Board Members Absent: Karen Bobe, Glen Kaiser, Tony Kennon, Ken Kichler

GSOBT Staff Members Present: Michael Akridge, Beth Gendler, Crystal Hinds, Michelle Russ, Jenna Johnson,

Visitors: Robert Avila, Brandi Boykin, Monica Cavazos, Mark Chaffins, Becky DeCesare, Ford Handley, Hunter Harrelson, Tater Harris, Steve Meyer, Rebecca Miller, Ryan Patel, Blake Phelps, Cole Walker, Jon Walker

Call to Order

Vice Chairman Bill Brett called the meeting to order at 8:30 am.

Suspension of Reading & Approval of Minutes

The meeting minutes from the July 28, 2026 meeting were presented. Bill Bennett made a motion to approve the minutes, which Mark Stillings seconded. After no discussion, the motion passed. Members absent in July abstained.

Financial Update

Michael Akridge presented the *Financial Status of the Organization as of July 31, 2026*.

Action Items

Bill Brett presented the proposed 2027 Board Meeting Dates. Penny Groux motioned to approve the *2027 Board Meeting Dates*. Susan Boggs seconded the motion, and with no further discussion, the motion passed unanimously.

Crystal Hinds presented proposals for the sign at GUF.

Bill Bennett motioned to approve the GUF Sign, which was seconded by Mark Stillings. The motion passed unanimously.

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New Business

Beth Gendler provided an update from GUMBO, regarding the topic of a County Lodging Tax, The Tourism Protection Act, and the upcoming Chairman's Dinner: The Chairman's Dinner (October 7, 2026).

Departmental Reports

Senior Staff provided summaries of each departmental report.

Announcements

The next Board of Directors meeting will be held on Tuesday, September 22, 2026 at 8:30 am, at the Orange Beach Welcome Center.

Adjourned

Bill Brett adjourned the meeting at 9:33 am.