



Board of Directors
Regular Meeting Minutes

Date: April 23, 2024
Recorded by Sally Westendorf

Board Members Present: Bill Bennet, David Bodenhamer, Susan Boggs, Bill Brett, Glen Kaiser, Tony Kennon, Mark Stillings; (a quorum was met)

Board Members Absent: Robert Craft, Karen Bobe, Penny Groux, Ken Kichler, Frank Reed,

GSOBT Staff Members Present: Kim Chapman, Beth Gendler, David Greene, Crystal Hinds, Jo Phillips, Michelle Russ, Todd Walton, Sally Westendorf

Visitors: Steve Meyer (Innisfree Hotels); Jennifer Guthrie (for Karen Bobe)

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:32 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Board Meeting Minutes

The meeting minutes from March 26, 2024 were presented. Bill Brett made a motion to approve the minutes. Mark Stillings seconded the motion. After no discussion, the motion passed. Members absent in March abstained.

Consent Agenda Items

Beth Gendler summarized the April DGI (February/March data). Hotel KPIs were up for the month; however, for the year-to-date, ADR was down and Occupancy and RevPAR were up. Beth noted that there are restated numbers going back to 2019 because Vacasa had recently signed onto Key Data.

Beth then provided an explanation for the Accommodations Unit Value insert and stated that the document will be included in every board report moving forward.

Todd Walton reviewed the Communications report, explaining that website engagement KPIs were outperforming those from prior years. He outlined stats for the recent launch of the StaySense booking platform on the CVB website. Todd explained that in just a few days of activity, the site was generating five bookings per day on average. Todd outlined plans to initiate an ad campaign for this new feature and that revenue generated was over \$8,000.00 so far (in service fees). Todd showed new creative samples, screenshots of digital and print ads.

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Kim Chapman reviewed the Hospitality and Information report. She explains a few deficits (e.g., calls appeared to be 80% down, which was caused by a multi-week phone outage. She outlined that overall guest servicing results were positive for the month of March.

Michelle Russ summarized the Sales and Sports report. She explained an observed decrease in March would be resolved through/by April. Michelle explained that sports room night leakage for February and March showed a significant delta (81%), which was a known and expected change due to loss of fields. She pointed out NCAA Beach Volleyball was coming up during the first week of May.

David Greene briefly outlined the March Financial Statements. He explained that March tax revenue was 9% ahead of 2023 and year-to-date 5.5% ahead. David explained that the organization has recently begun borrowing from capital projects fund.

Bill Brett made a motion to approve the consent agenda items, seconded by Susan Boggs. With no discussion, the motion was passed unanimously.

Action Items

Minute 44: David Greene reviewed the April 18, 2024 Finance Committee Notes and Resolutions 24-08, 24-09, and 24-10.

David Greene briefly reviewed the 2024 Special Events Fund Budget V3. Mark Stillings made a motion to approve Resolution 24-08 – 2024 Special Events Fund Budget V3 with a second by Bill Brett. The motion passed unanimously.

David Greene briefly explained details from the 2024 Sports Commission Fund Budget V3. Mark Stillings made a motion to approve Resolution 24-09 – 2024 Sports Commission Fund Budget V3 with a second by Bill Brett. The motion passed unanimously.

David Greene briefly reviewed the 2024 Operating Fund Budget V3, namely the finance committee's recommendation to move \$1M to the capital projects fund. Mark Stillings provided a brief summary about budget reallocations and efficiencies found in the 2024 budgets and heading into 2025. Beth Gendler explained collaboration opportunities with State's Tourism Department, including shared use of collateral and ad placement coordination.

Mark Stillings made a motion to approve Resolution 24-10 – 2024 Operating Fund Budget V3 with a second by Bill Bennett. The motion passed unanimously.

Beth Gendler proposed the board meet in June for a lengthier and closed meeting (a retreat) to discuss HJM Sports Facility Financing meeting. She briefly outlined recent funding options researched by staff (e.g., USDA loan options).

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David Greene explained that Resolutions 24-11 and 24-12 were not necessary to be voted on during the April meeting and that the documents needed edits, to be approved by Sawgrass Engineering. He explained the purpose of the resolutions was to sanction and authorize the movement of the easement on the CVB's property, as well as authorizing Beth Gendler to sign on behalf of the Board of Directors and the organization. David explained the executive committee members had the authority to sign off and confirm these changes. There was no dissent from the present quorum of members.

Discussion Items

Beth Gendler briefly outlined the article presented, which outlined that the city of Foley is encouraging building hotels in order to accommodate their sports tourism demand.

Beth Gendler then pitched the use of iPads for board reports and meeting content. Several members were not fond of the idea and felt their productivity as members would be diminished without tangible paper.

Present members opted to keep the May meeting on Tuesday the 28th.

Adjourned

Chairman Glen Kaiser adjourned the meeting at 9:44 am.