



GULF SHORES &
ORANGE BEACH
TOURISM
Alabama's White-Sand Beaches

Board of Directors Meeting
July 23, 2024
Orange Beach Welcome Center Conference Room

AGENDA

Call to Order

Glen Kaiser

Operational Topics

- A. 1. [Approval of May 28, 2024 Board of Directors Meeting Minutes](#) Glen Kaiser
- B. **Consent Agenda Items and Performance Measures** Questions Contact
2. [Destination Growth Indicators](#); May & June ([SharePoint PDF](#)) Beth Gendler
3. [Communications Report](#); May & June ([SharePoint PDF](#)) Crystal Hinds
4. [H&I Report](#); May & June ([SharePoint PDF](#)) Kim Chapman
5. [Sales & Sports Report](#); May & June ([SharePoint PDF](#)) Michelle Russ
6. [Financial Statements](#) May & June Jo Phillips
- C. **Motion to Accept Consent Agenda Items** Glen Kaiser
- D. **Action Items**
7. [July 11, 2024 Finance Committee Meeting Minutes](#) Jo Phillips
8. [Resolution 24-14 – 2024 Special Events Fund Budget V4.0](#) Jo Phillips
9. [Resolution 24-15 – 2024 Sports Commission Fund Budget V4.0](#) Jo Phillips
10. [Resolution 24-16 – 2024 Operating Fund Budget V4.0](#) Jo Phillips
11. [Resolution 24-06 – Proposed Performance Based Compensation System](#) Beth Gendler
12. [Evergreen Solutions Compensation Assessment – Pay Scale Approval](#) Beth Gendler
13. HJM Sports Tourism Facility Update Beth Gendler
- 13.1. [SFC Owners Rep Services & Draft Agreement](#)
- 13.2. [SFC Fee Proposal & Summary](#)
- E. **Discussion Items**
14. Interim VP of Marketing, Crystal Hinds Beth Gendler
15. [Resolution 24-17 – 2024 Designated Check Signers Amendment](#) Jo Phillips
16. [Approval of Amended Title: Resolution 24-13 \(prev. 24-11\)](#) Jo Phillips
17. Foley Hotels Beth Gendler

Adjourn

Next Meeting Date
Tuesday, August 28 – 8:30am
Orange Beach Welcome Center