



Board of Directors  
Regular Meeting Minutes

Date: May 28, 2024

Recorded by Sally Westendorf

**Board Members Present:** Bill Bennet, David Bodenhamer, Susan Boggs, Penny Groux, Ken Kichler, Bill Brett, Glen Kaiser, Frank Reed, Mark Stillings; (a quorum was met)

**Board Members Absent:** Robert Craft, Karen Bobe, Tony Kennon

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

**Visitors:** Steve Meyer, Jennifer Guthrie, Gabe DiCianni, Sheila Hodges, Grant Brown, Riley Sealy, Ford Handley, Matt Taylor, and Hannah Burkhart

**Call to Order**

Chairman Glen Kaiser called the meeting to order at 8:30 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Beth announced David Greene's retirement.

Matt Taylor presented the 2023 Audited Financials.

**Board Meeting Minutes**

The meeting minutes from April 23, 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 April abstained.

**Consent Agenda Items**

Beth Gendler summarized the April DGI (February/March data). There was a brief discussion about lodging tax revenue. There was a question about a decrease in sales tax compared to Foley, with an explanation connected to the coincidental decrease in sports visitors. Beth explained Unit Value Analysis spreadsheet. Beth outlined the Tourism Protection Act, which is going into effect October 1<sup>st</sup>.

Todd Walton reviewed the Communications report, explaining the 5 KBO targets. There was a discussion about the integration of StaySense booking on the CVB website. Todd outlined the Zartico reports as well as the Madden Media report. Todd displayed summer ad examples; some

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members commented and had questions about Fort Morgan tax revenue and occupancy compared to Gulf Shores and Orange Beach.

Kim Chapman reviewed the Hospitality and Information report. Most notably, she reported that IP servicing was up for almost all KPIs.

Michelle Russ summarized the Sales and Sports report. All KPIs were up, except for most sports-related items. Michelle noted several upcoming events and commented about April monthly comparisons back to 2021 – which have been solid. She also noted she was working with the city of Gulf Shores on a bid for AVCA (an April event for 30 teams) for a 3-year contract.

David Greene briefly outlined the April Financial Statements. He explained that April was up 4.6% and YTD down 0.1%. David indicated that there were no unusual aspects to report regarding the current budgets.

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

**Action Items**

David Greene briefly reviewed the May 20, 2024 Finance Committee Notes.

Beth Gendler explained the draft letter to Director Cooper (the Alabama Department of Transportation). All three cities are reported to be on board with a two-way traffic pattern for the two bridges and have asked the CVB for official support.

Susan Boggs made a motion to approve the draft letter to send on behalf of the entire board, seconded by Penny Groux. With no discussion, the motion was passed unanimously.

**Discussion Items**

Beth Gendler presented the 2023 Economic Impact Handout.

Beth Gendler summarized the article outlining sports tourism in Muscle Shoals: A sports complex project is being funded by the municipalities and retail tax rebates.

Glen Kaiser reminded the group of the upcoming retreat to discuss the HJM Sports Tourism Project.

**Adjourned**

Chairman Glen Kaiser adjourned the meeting at 10:04am.