



Board of Directors
Regular Meeting Minutes

Date: July 23, 2024
Recorded by Sally Westendorf

Board Members Present: Karen Bobe, David Bodenhamer, Susan Boggs, Robert Craft, Tony Kennon, Ken Kichler, Bill Brett, Glen Kaiser, Frank Reed, Mark Stillings; (a quorum was met)

Board Members Absent: Bill Bennet, Penny Groux,

GSOBT Staff Members Present: Kim Chapman, Beth Gendler, Crystal Hinds, Jo Phillips, Michelle Russ

Visitors: Steve Meyer, Sheila Hodges, Ford Handley

Call to Order

Chairman Glen Kaiser called the meeting to order at 8:34 a.m. in the conference room at the Orange Beach Welcome Center in Orange Beach, AL.

Beth announced Crystal Hinds as interim VP of Marketing with Todd Walton's departure.

Board Meeting Minutes

The meeting minutes from May 28, 2024 were presented. Karen Bobe made a motion to approve the minutes. Bill Brett seconded the motion. After no discussion, the motion passed. Members absent in May abstained.

Consent Agenda Items

Beth Gendler summarized the June DGI (April/May data) as well as the Accommodations Inventory and Unit Value Spreadsheet. Beth explained the calculations and citations for the analysis of inventory compared to occupancy and lodging revenue. She explained the following trends comparing 2023 and 2024: increased inventory, decreased occupancy, increased lodging revenue, and increased nights available. Mayor Craft confirmed a report internal to the City of Gulf Shores that verified this finding (i.e., increased inventory causes occupancy to appear to be down).

Crystal Hinds reviewed the Communications report, including an update on StaySense. She outlined a few highlights: user sessions were up 20%; 35.5M impressions (compared to 10M in 2023); and the completion of a market perception study that has helped drive the path forward with the new brand and campaign concepts.

Page Two
Board of Directors Meeting
July 23, 2024

Kim Chapman reviewed the Hospitality and Information report. Most notably, IP Servicing was up 44%, with 26 new partners signed on. She also noted the Welcome Center on Wheels (new van) had been ordered.

Michelle Russ summarized the Sales and Sports report. She noted that total booked rooms were down 5%, the majority being sports-related (down 12,239 rooms nights from baseball/softball). Michelle noted several upcoming events (e.g., Brett/Robinson Triathlon) and that we won the AVCA bid for 2025 and 2026.

Jo Phillips briefly outlined the May/June Financial Statements. She explained that YTD the organization was up 1% from the prior budget, while June was up 3.4% compared to 2023. She explained that there were no significant or unusual expenditures and that the organization was tracking toward budget.

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

Jo Phillips briefly reviewed the July 11, 2024 Finance Committee Notes. Mark Stillings outlined a few meeting details on behalf of the committee.

Beth Gendler explained that agenda item 15, *Resolution 24-17*, was meant to establish Crystal Hinds as a designated check signer in light of David's retirement and Todd's departure from the company. The executive committee reviewed and approved this resolution at the July 11 Committee meeting.

Beth Gendler explained that agenda item 16, an amended title change for *Resolution 24-13*, which was reviewed, and approved by the executive committee at the July 11 committee meeting.

Jo Phillips outlined the special events fund budget updates, pertaining to *Resolution 24-14 – 2024 Special Events Fund Budget V4.0*. Bill Brett moved to approve *Resolution 24-14*, seconded by Mark Stillings. After no discussion, the motion was passed unanimously.

Jo Phillips outlined the sports commission fund budget updates, pertaining to *Resolution 24-15 – 2024 Sports Commission Fund Budget V4.0*. Bill Brett moved to approve *Resolution 24-15*, seconded by Mark Stillings. After no discussion, the motion was passed unanimously.

Jo Phillips outlined the operating fund budget updates, pertaining to *Resolution 24-16 – 2024 Operating Fund Budget V4.0*. Bill Brett moved to approve *Resolution 24-16*, seconded by Ken Kichler. With no discussion, the motion was passed unanimously.

Page Three
Board of Directors Meeting
July 23, 2024

Beth Gendler reviewed the details of *Resolution 24-06 – Proposed Performance Based Compensation System*. Bill Brett moved to approve *Resolution 24-06*, seconded by Karen Bobe. With no discussion, the motion was passed unanimously.

Beth Gendler outlined the details of the *Evergreen Solutions Compensation Assessment – Pay Scale Approval*. The Board decided to move this to the August Board meeting agenda. The discussion included the future of the organization, succession planning, and a mention of a search for a COO.

Beth Gendler gave an update on the HJM Sports Tourism Facility and presented the *SFC Owners Rep Services & Draft Agreement* and *SFC Fee Proposal & Summary*. Beth explained that a Bond Attorney was hired and they are working on details of a potential cooperative district. She also explained the wheels were in motion to increase the line of credit to \$6M. Beth announced the restaurant meeting was set for August 6th. She also explained the buildings were being appraised.

Susan Boggs made a motion to approve the two SFC documents (items 13.1 and 13.2), seconded by Bill Brett. With no discussion, the motion was passed unanimously.

Discussion Items

[these items were discussed earlier in the meeting, before the budget resolutions were reviewed and approved]

Adjourned

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