



BOARD OF DIRECTORS MEETING

February 25, 2025

Orange Beach Welcome Center Conference Room

AGENDA

Call to Order	Glen Kaiser
Presentation	
1. Key Data Presentation – Q/A	Scott McCleod
Approval of Minutes	
2. <u>January 28, 2025 Board of Directors Meeting Minutes</u>	Glen Kaiser
Action Items	
3. <u>2025 - 2027 Strategic Plan (Draft)</u>	Beth Gendler
Consent Agenda	
4. <u>Destination Growth Indicators; (January)</u>	Beth Gendler
5. <u>Communications Report; (January)</u>	Crystal Hinds
6. <u>Visitor & Partner Services Report; (January)</u>	Kim Chapman
7. <u>Sales & Sports Report; (January)</u>	Michelle Russ
8. <u>January Financial Statement</u>	Carlos Serrano
Motion to Accept Consent Agenda Items	Glen Kaiser
Announcements & Discussion	
9. Legislative Update (i.e., GUMBO news)	Beth Gendler
10. Next Meeting: Tuesday, March 25, 8:30 am, Orange Beach Welcome Center	
Adjourn	Glen Kaiser