

# **MALA September Meeting Agenda**

**October 13, 2022**

**10:45am**

Holiday Inn Mobile Airport / I-65  
3630 Spring Hill Memorial Drive South  
Mobile, AL 36608

James Small – Residence Inn	Gwynn Pitman – Residence Inn
Shannon Harris – Courtyard/Fairfield Inn Daphne/Eastern Shore/Spanish Ft	
Joel Weninegar – Gulf Quest	Sonita Segrest – Courtyard Mobile
Shariya Seals – Hilton Garden Inn MW	Keli Shirazi – Mobile Film Office
Joanna McGrew – Hilton Garden Inn MW	Patty Kiefer – Visit Mobile
Adam Devaney – The Admiral	Kristine Wnuk – The Admiral
Shawn Watkins – Home 2 Tillman’s Corner	Duncan Millar – Hampton Inn I65
Cynthia Mitchell – Hampton Inn Dwtwn	Megan Davis – Hampton Inn Dwtwn
Dr. Stefurak – Univ of South Alabama	Tamika Hesley – The Admiral
Aaron McIntosh – Holiday Inn Express	Ron Moore – Restaurant Association
Chief Pine – Mobile Police Department	Tommy Fell – Mobile Film Office
Todd Hagerty – Towneplace Suites/Fairfield Inn	Margo Gilbert – The Battle House
Diana Moorer – Hilton Garden Inn Mobile West	Ensley Lawrence - Scholarship
Danny Corte – Mobile Sports Authority	Trinity Walker - Scholarship
Carol Peterson – Bay City Conventions & Tours	Armonie Green – Holiday Inn Express
Robin Perkins – Holiday Inn Airport	Gwen Todd – Courtyard Mobile
Makaya Jones – Home 2 Tillman’s Corner	David Calametti – Alabama Coasting
Charlotte Keele – Visit Mobile	Brittany Gagliano – Visit Mobile
Jeremy Brownlee – Home 2 McGowin Park	Emily Gonzalez – Visit Mobile
Carol Hunter – Downtown Mobile Alliance	

- I. 10:45-11:15 - Networking
- II. 11:15 – Lunch Served and Call October Meeting to Order – Margo Gilbert **11:17AM**
- III. Individual Introductions, around the room - Members and Guests
- IV. Approval of September Meeting Minutes
  - Motioned by Shannon Harris, Seconded by Gwynn Pitman
- V. MALA Financial Report - Shannon Harris
  - We have a balance of \$3,556.40 in the account.
- VI. Announcement of the MALC Annual Meeting

- It is October 20<sup>th</sup> at 4pm located at the History Museum.
- MALC (Mobile Area Lodging Corporation) is the TID, the Tourism Improvement District.

#### VII. MALC Ballot Voting

- The ballots were both emailed out and mailed out.
- This is for the West Mobile representative

#### VIII. Vote for Downtown Mobile Marketing Fund Representative

- Nominees: Theresa Wilson and Adam Devaney
- Winner – Adam Devaney

#### IX. USA HTM Program MALA Scholarship Winners

- Ensley Lawrence and Trinity Walker
- About \$1,200 each received.

#### X. Guest Speaker – Paul Prine, Mobile Chief of Police

- They have an open door policy to talk about crime with anyone.
- We are trending down in violent crimes.
- One of their biggest challenges is the same as ours, recruiting and retaining qualified help. They have 491 officers and they are 68 short.
- Questions:
  - Downtown Noise Issue
  - Speeding down Springhill Avenue

#### XI. Member and Guest Updates - Next 60 Days of Activity

- CVB
  - Patty Kiefer:
    - Next week: Early Childhood Education
      - That is about 2,000 people
    - Alabama Counseling Association will bring in 2,000
    - Tennis will bring in 2,500 people

- Be on the lookout for the Director of Sales meeting coming up
  - They have had some challenges getting proposals back for leads. They need it in a timely fashion.
  - Had a record year in conventions. The total was 110,000 room nights.
  - They met with Carnival Cruise. Will be getting a ship back in October of 2023.
  - They are excited about a program that they are looking to support with Africatown and telling their story.
- Emily Gonzalez
  - Be on the lookout for the invitation to the MALC Annual Business Meeting. It was mailed out to everyone. Please RSVP to Charlotte Keele.
  - The Visit Mobile Annual Meeting is November 3<sup>rd</sup> at the Mobile Museum of Art. You should have received your save the dates. Formal invites will be emailed out soon. Please RSVP for the reception so that they know how much food to get.
  - They just relaunched their Tourism Ambassador Program and graduated 25 new ambassadors yesterday. They will do another class in the spring.
  - For hoteliers in the city of Mobile area, get your free photography done if you haven't already.
  - Carnival Cruise: The new ship that is coming is beautiful. It is the Carnival Spirit. The 1<sup>st</sup> cruise is bookable right now. It is October 6<sup>th</sup> of 2023.
- Sports Authority
  - Danny Corte – Mobile Sports Authority
    - Between the 1<sup>st</sup> of November and the end of December, we have 11 sporting events coming in that includes High School Cheer, college volleyball, men and women's rugby, college football, high school swimming & diving, high school wrestling, adult tennis, high school football, youth volleyball, and high school basketball.
    - We have potentially one of the biggest sporting events to come to Mobile with the Gulf Coast Challenge. One of the biggest reasons is Deion Sanders being the head coach at Jackson State. The game is November 12<sup>th</sup>. The schedule starts on the 9<sup>th</sup>. The game is Alabama

A&M vs Jackson State. They are talking possible long term with Jackson State.

- SMG
- Attractions/Associate Members
  - Tommy Fell – Mobile Film Office
    - Follow them on social media
    - If you have any from production stay at your property, please let them know.
  - Carol Peterson – Bay City Conventions & Tours
    - Azalea Trail Festival: Will be sending out information in January and February about how you can help.
    - Started doing ghost tours where ghost get on and get off.

## XII. Remaining Year Schedule

- November - Regular Meeting with Nominations for 2023 BOD and Goal Ideas for 2023
- December - Holiday Lunch with vote for 2023 BOD

## XIII. Open Items

## XIV. Adjournment **12:20PM**

**October Meeting 2022 Trivia Challenge:** How many police officers short is Mobile Police Dept currently? Be the 1<sup>st</sup> to email DIANA N. MOORER @ [Diana.Moorer@marriott.com](mailto:Diana.Moorer@marriott.com) with the correct answer and receive \$25 gift card at the next meeting. **You MUST attend the November 2022 meeting to redeem the money.** The winner will be announced then.