

MALA Monthly Meeting Agenda

March 10, 2022

11:30pm Yummi Crab on Montlimar Dr.

Spike Blackinton – Renaissance Riverview
Margo Gilbert – Battle House Renaissance
Judi Gullledge – Mobile Carnival Museum
Daniel Meadows - BCC Waste Solutions
Josh Maharrey – BCC Waste Solutions
Robin Perkins – Holiday Inn Airport
Ron Moore – Restaurant Association
Diana Moorer – Springhill Suites/Hilton Garden Inn Mobile West

Shannon Harris – Hanks Fine Furniture
Joe Marshall – S.N.A.P
Gwynn Pitman – Residence Inn
James Small – Residence Inn
Kent O’Rear - Puroclean
Tiffany Griffin – Springhill Suites
Danny Corte – Mobile Sports Auth

I. Mingle **11:30am**

II. Call Meeting to Order **12:09pm**

III. Approval of February Minutes

- Motioned by Shannon Harris, Seconded by Robin Perkins

IV. Financial Report

- Current balance is \$5,688.01. We have no upcoming expenditures other than today's lunch. We have a new member. We welcome Nick Shah. He is the manager of the Budget Inn Downtown Mobile. This is the first time that they have joined. We are glad to have them part of the lodging association.
- If you have any management changes, please get that to Diana. We had about five or six invoices returns this year.
- Those who pay with checks that are sitting on the desk, those will be cashed next week.
- Hotel participation has been light. It is too hard for people to break away in the middle of the day. Will probably move it to an afternoon meeting. Next month we will work on that. Because of the light participation, Spike has been reluctant to schedule guest speakers for the meetings. There is even talk about maybe parlaying that into a couple of cocktails at the end of the meeting. Any suggestions for restaurant locations please send them to Diana.

V. By-Law Update and Changes: Discuss the changes. On final draft now. \$600

Ability to do electronic meetings (Zoom).

Flexibility to meet less than once per month

Quorum is decided by 50% of the members **present**

- We did put goals together for this year. We need to look at our bylaws. We haven't looked at them for 12 years. That's actually almost done. There's a couple small tweaks in there. We did add the ability to do electronic meetings because that really wasn't in the bylaws even though we did it during covid.
- We also put in there flexibility to meet less than once a month. We still want to meet once a month. Every once in a while, it might fall during a difficult time to meet. It gives us the flexibility to either do every month or if we want to switch it to every other month.
- Another thing is that we have problem the last couple of years with getting a quorum on certain votes. That will be changed to 50% of the paid members that are present. Prior, it was 50% of the membership. We were chasing down proxy votes.
- There's one other change about the amount of a check. They used to have to be approved and signed by 2 people for a hundred bucks. That is being moved to \$500. Those are the four changes in the bylaws. The change in address will be amended legally. The cost was 600 bucks to do it.

VI. Tillman's Corner Representative for the Marketing Fund Committee Needed

- We are still trying to find a Tillman's Corner representative. That Tillman's Corner area is hard to find a consistent Marketing Fund rep. There are no bylaws for that committee but it is governed by the contract between Visit Mobile and the county. Actually, we don't have to vote in a member. It's really done by Visit Mobile but by practice it's always been our recommendation and Visit Mobile has always agreed. They still want to do that. They don't want to put that person on. They want to leave it up to the lodging association.
- Question: Can we have a non-hotel person?
 - In the contract, it says owner or operator of a hotel.
- Question: Can we change that?
 - We would have to change the contract with the county and that would be a couple years if we go down that road.
- Question: Does the person have to be out of that area?
 - Yes. It does.
- If we continue to not be able to find someone, then the only option is to ask to have the contract changed. It won't be changed until next October because it's already signed for this year. If you have some Hotel folks that are in the Tillman's Corner area that are willing to participate on the marketing fund, then let us know.

- It's a monthly meeting. It is an important meeting. It's still tax money. It's still really key in booking business to our city. It's really good tool in our toolbox that keeps Mobile really competitive when it comes to getting events, conventions, and sporting events to come to a city.

VII. Work in Mobile App Launch Date: **March 16, 2022**

- We have talked quite a lot about this app that's being developed for us to help staffing. It is done. The problem is there was never any marketing behind it. We can tell you now that there is a press conference on March 16th. The app will be launched. **Hotels should be signed up for it.**
- This is a very simple process for people. It's basically a lead generator broken down by the areas of the city whether it is Beltline, West Mobile, Tillman's Corner, Saraland, or Downtown. Based on the area they want to work in that lead will go to the hotels in that area as a potential employee. It's up to the hotels to go and grab that employee but right now there's **only 13 hotels signed up**. There is money being spent in marketing. It will be a big launch.
- We are doing a press conference. It's about joining our industry and making it a career. They're marketing to all the schools. They are partnered with them.

VIII. CVB Update

- No CVB representatives present for meeting

IX. Sports Update

- Danny Corte – Executive Director of the Mobile Sports Authority
 - To keep up with what's going on in the sports tourism industry in Mobile and Mobile County, they try to keep mobilesportsauthority.com updated daily about what coming in for the near future.
 - From late March to early June, they have 10 sporting events coming in including volleyball, basketball, and gymnastics. They are working on Alabama High School Athletic Association event for December. Hopefully, they will have something announced in the next 30 days. The marketing fund has helped a lot with this event.

X. Open forum: Attractions/Associates updates

- Ron Moore – Restaurant Association
 - The Restaurant Association is working on Taste of Mobile. The idea was looking at being able to bring it back this fall. That isn't going to be able to happen. It will probably be a spring event. Like the rest of us, the restaurant industry is challenged with labor. The restaurants are saying that they don't

have two or three people to send down to the convention center to set up and staff it.

- Joe Marshall – Executive Director & President of S.N.A.P. of Alabama
 - S.N.A.P. – Special Needs Athletes Programs
 - In support of their nonprofit, they are starting a shuttle service at the airport. They have went through everything to certify themselves at the airport. Shannon Harris is the one that got him into it. He was sort of semi-retired and enjoying his nonprofit. However, they do need funding.
 - They have been working with Danny Corte for two years now. They want to bring in the Alabama State Special Needs Bowling Championship. It will just be for special needs. Both bowling houses will need a block of rooms. For this year, they are looking at the last week of June. They are trying to build their business to support it with their airport shuttle service. If anyone needs their service, send them their way.
 - Per Shannon Harris, they will be there. And they'll be there on time.
 - There's a difference between a shuttle service and a taxi service. That is two separate entities. They are not a taxi service. They have to pick up or deliver from the airport. They can pick up from the hotel and go to the airport and vice versa. They can't sit around a hotel and hope they get some business.
- Judi Gulledge – Mobile Carnival Museum
 - They ended the Mardi Gras season very successfully. They are in the process of doing their wrap up meetings. If any of you had anyone that stayed in your hotel through Mardi Gras that has constructive criticism, then please pass that along to Judi. An example is some unsavory music coming from some of the floats.
 - They thank all the hotelier especially the downtown hoteliers. It was a great successful season. They are getting really, really positive feedback.

XI. Adjournment **12:40pm**

XII. Future Meetings:

- December – FUN!

April Meeting 2022 Trivia Challenge: What does S.N.A.P stand for and how are they funding the non-profit? Be the 1st to email DIANA N. MOORER @ Diana.Moorer@marriott.com with the answer and receive \$25 at the next meeting. **You MUST attend the April 2022 meeting to redeem the money.** The winner will be announced then.