

# **MALA Monthly Meeting Agenda**

**April 14, 2022**

**5:00pm Yummi Crab on Montlimar Dr.**

I. Mingle **4:30pm**

II. Call Meeting to Order **5:03pm**

III. Approval of March Minutes

- Motioned by Shannon Harris, Seconded by Margo Gilbert

IV. Financial Report

- Current balance is \$5,688.01. We have no upcoming expenditures other than today's lunch. We have a new member.

V. By-Law Update and Changes: Draft present and attached

Ability to do electronic meetings (Zoom).

Flexibility to meet less than once per month

Quorum is decided by 50% of the members present

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

Spike has spoken with the TC owners and they are in favor of having Dianna Moorer be the TC Marketing Fund Representative

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.

## VIII. CVB Update

- No CVB representatives present for meeting – David spoke about the work in Mobile and had handouts for the MALC marketing updates and data (see attached). Hotels are encouraged to set a meeting with Emily to review their own MALC data collection.

## IX. Sports Update – not in attendance

- X. Open forum: Attractions/Associates updates Terri McAlpine, spoke to the group regarding the new Mobile Kayak Rental Company she and her husband are starting. Please see attached business card and Rack card.

## XI. Adjournment **5:37pm**

## XII. Future Meetings:

- December – FUN!

**May Meeting 2022 Trivia Challenge:** What is unique about the sentence “The quick brown fox jumped over the lazy dog? Be the 1<sup>st</sup> to email DIANA N. MOORER @ [Diana.Moorer@marriott.com](mailto: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.