

MALA September Meeting Agenda

September 8, 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	
Rhonda Davis – USS Alabama	Sonita Segrest – Courtyard Mobile
Shariya Seals – Hilton Garden Inn MW	Keli Shirazi – Mobile Film Office
Tiffany Griffin – Springhill Suites	David Clark – Visit Mobile
Spike – Renaissance Riverview	Rhonda Davis – USS Alabama
Daniel Meadows – BCC Waste Solutions	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
Kimberly Ballard – Laquinta Tillman’s Corner	Tamika Hesley – The Admiral
Brandy Beach – Laquinta Tillman’s Corner	Ron Moore – Restaurant Association
Sharon Hall – Laquinta Tillman’s Corner	Tommy Fell – Mobile Film Office
Judi Gullede – Mobile Carnival Museum	Genavese Harris – USS Alabama
Mary Elizabeth Harper – GulfQuest Museum	Chris Curry – Mobile Airport Auth
Todd Hagerty – Towneplace Suites/Fairfield Inn	Aaron Watz – Mobile Marriott
Diana Moorer – Hilton Garden Inn Mobile West	Friday Sayasy – Tru by Hilton
Danny Corte – Mobile Sports Authority	Melissa Dixon – Tru by Hilton
Anna Regan – History Museum	Willie Jones – Perdido Queen
Carol Peterson – Bay City Conventions & Tours	Brett Noah – Perdido Queen
Robin Perkins – Holiday Inn Airport	Gwen Todd – Courtyard Mobile
Scott Novak – Mobile Tennis Center	Danny Calametti – Alabama Coasting
Lorraine Novak – Mobile Tennis Center	Fred Rendfrey – Downtown Alliance
Melissa Harville – History Museum	Adam Devaney – The Admiral

I. 10:45-11:15 - Networking

II. 11:15 - Lunch Served

III. 11:15 - Call September Meeting to Order- Kent **11:34AM**

IV. Individual Introductions, around the room - Members and Guests

V. Approval of June Meeting Minutes-Motion to Approve and Motion Seconded

- Motioned by Robin Perkins, Seconded by Gwynn Pitman

VI. MALA Financial Report - Shannon Harris

- After paying the tax preparation bill, we have a remaining balance of \$4,556.40 in the account.

VII. Results of MALA Survey and new framework for MALA – Kent

- Lunch meeting is still the preferred time.
- Central area of Mobile scored high on the survey.
- The preferred venue is a restaurant, but we have a very hard time finding a location that will take us.
- Suggest increasing dues to cover the association buying lunch every month except for the one that will be taken care of by Visit Mobile. No final decision was made but suggested increasing it from \$100 to \$200 for 2023. This is not monthly but a one time due for the year.
- The speaker for November will be Mindy Hanan, president of ARHA (Alabama Restaurant & Hospitality Association)
- See handout for more results.

VIII. MALA Frequently Asked Questions Sheet discussion - Kent/Members

- For anyone new to the area or as a reminder
- See handout for information.

IX. Nomination of Downtown Mobile Marketing Fund Representative

- Marketing Fund:
 - Used to buy convention business, support sports, and events downtown
 - 2% lodging tax that generates about \$600,000 from the county
 - Managed by us with a representative for each region and an attractions rep.
 - Regions: Saraland, West Mobile, Downtown, Tillman's Corner
- Since Aaron Watz isn't in the downtown area any longer, a new representative needs to be voted in. Nominations are being accepted.
- Nominees: Theresa Wilson-Lollar, Hampton Inn Downtown & Adam Devaney, The Admiral
- For more information about the Marketing Fund, please reach out to Spike.

X. Vote announcement for Marketing Fund Committee Member in October

XI. Guest Speaker - Chris Curry-Downtown Mobile Airport Update

- Been in the Mobile region for about 5 years. Originally from Savannah, GA.
- The Mobile Airport Authority is an independent board. They generate their own revenue via parking fees, airline charges, leasing property, and etc. They have an autonomy from the city and state.
- They have a 5 member board appointed by the mayor and confirmed by the city council.
- They own and operate 3 airports.
 - Downtown Airport: Changed in name from Mobile Downtown Airport to Mobile International Airport back in June.
 - Mobile Regional Airport: Has Delta, American, and United.
 - St. Elmo Airport: Recently acquired from the state of Alabama. It is located by Grand Bay. It is a smaller general aviation facility.
- The reason the name was changed because of the trajectory planned for Mobile International Airport. It will be an airport to handle passengers and cargo general aviation. Recently launched their first international flight.
- Airbus wants to speed up the process for the international flight. Twice a week they have a flight that goes direct to transport employees.
- They have tried to create the environment at the downtown airport for all these things to exist.
- If you are a business looking to relocate in this region and an international airport is very important to you, then we wouldn't be part of the conversation if the name wasn't changed for the downtown airport.
- How did we get to where we are today?
 - In 2018, we started a feasibility study. That was about 3 months after he got here. They started the feasibility study to see if it was feasible to relocate commercial services to downtown. The study came back and supported that.
 - They did not discount the regional airport because they looked at idea of a bypass that would go from I-10 and I-65 but that would take forever. It would also disrupt a lot of businesses and growth that is in the path of that.
 - So, the study quickly supported the international airport effort not only because of the passenger aspect but also because we could co-locate with the Port of Mobile and really expand this multi-mobile transportation system and benefit from the geographical location of the airport.

- In 2019, the airport was used by about 700,000 people. That really isn't a lot of people. If you look at the people we should serve because they are located close to the airport, we only capture about 45%. The other 55% is almost equally divided between Pensacola and New Orleans. A lot of it has to do with direct flights. Some of it actually has to do with the perception that Mobile Regional Airport is always higher price. However, that isn't always the case. We need to be able to change that perception.
- With the Mobile International Airport, we are closer to one of the fastest growing counties in the country, Baldwin County.
- The new terminal will be built with parking garage. They hope to break ground at the beginning of next year. Expect it to be a 2-year project. Will probably open the new doors to the terminal in late 2024 or early 2025.
- Working to build the terminal debt-free. This will make us more attractive to airlines. When an airport carries a significant amount of debt, then the airlines end of paying that debt. If the airlines are paying more to operate, we are not as attractive. They will probably pass that cost onto the customers.
- How do they build a terminal debt-free? They go on a begging tour. So far, they have raised 207 million dollars over the past 2 years. The overall project will probably be around 325 million dollars once the smoke clears with inflation.
- Question – What new airlines and new direct cities will be coming into the market?
 - It could be any of the airlines not serving us currently.
 - Believe we will get at least 25% of what we had been losing.

XII. MALC Update - Kent/Margo

- MALC is the corporation that manages the (TID) tourism improvement district money.
- It has its own website. Everything is on that website.
- www.mobilearealodging.com/MALC
- Will be having the annual meeting next month. Everyone is invited.
- 90% of what they spend on is marketing. Have billboards up coming into the Mobile area. Just started television advertising.
- The MALC board directs Visit Mobile on what to do but Visit Mobile does the heavy lifting as experts on marketing.

XIII. Member and Guest Updates - Next 60 Days of Activity

- Associate Members
 - Daniel Meadows, BCC Waste Solutions
 - Carol Peterson – Bay City Conventions & Tours
 - Azalea Trail Festival: The website is up. Only have three hotels respond so far. All attractions are ready.
 - Ghost Tours have taken off.
 - Tommy Fell – Mobile Film Office
 - Working on a number of productions to bring into the market.
 - Putting together a survey for information about the productions that are brought in. Need to show the economic impact of this business.
 - Have updated their Facebook page and are now on Instagram.
- CVB
 - David Clark
 - Up 14% year over year with 20% growth in adr. We are getting national attention from the STR report.
 - Expedia: There is a \$175,000 campaign that has reached 8700 room nights for 45 different hotels in Mobile.
 - If you have not done Threshold360, then you need to see David. This is FREE professional photography.
 - Work in Mobile: rolling out 2nd phase next week which is the restaurants. The 3rd phase is attractions.
 - Carnival Ecstasy: Will go through October. Then we will be without a ship for a year.
 - History Museum will be curating an exhibit that will bring in millions of visitors over the next 2 years. It will probably open very early Spring.
- Sports Authority
 - Danny Corte – Mobile Sports Authority
 - Have 11 events between now and the end of the year.

- Gulf Coast Challenge is in November as opposed to September like it has been in previous years.
 - Purchasing indoor basketball and volleyball courts to attract larger events.
- SMG
 -
- Attractions
 - Willie Jones – Perdido Queen Cruises
 - Still doing dinner cruises Wednesday through Sunday.
 - Have kids tours called Pirates and Princesses Tour. It is for kids 10 and below.
 - Judi Gulledge – Mobile Carnival Museum
 - Not a part of the Alabama Master Attractions ticket.
 - Open to working with individuals on packages.
 - Danny Calametti – Alabama Coasting
 - Pizza Cook-Off Event – Tillman’s Corner area
 - History Museum
 - January 28th: Downton Abbey Exhibit for 12 weeks.
 - Mary Elizabeth Harper – GulfQuest Museum
 - Looking to host front of house tours for hotels.
 - May have a new exhibit by the end of the year.
 - Rental space is available for booking.
 - Genavese Harris – USS Alabama
 - Will be starting their overnight program again.
 - Have a new education program starting soon.
 - Deck will be finished in January and the other part of the renovation will start next year.

- Updated MALA Bylaws
- Work in Mobile
- Citizen Efficacy Group created that works on crime.

XV. Remaining Year Schedule

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

XVI. Open Items

- Alabama does not require the information on the back of your guest room doors unless it is required by your brand.

XVII. Adjournment

September Meeting 2022 Trivia Challenge: The name of the downtown airport was changed. What is the new name and what month did the change happen? Be the **1st** to email DIANA N. MOORER @ Diana.Moorer@marriott.com with the **correct answer** and receive **\$25** gift card at the next meeting. **You MUST attend the October 2022 meeting to redeem the money.** The winner will be announced then.