

MALA Monthly Meeting Agenda

June 09, 2022

11:30am Juicy Crab by Springdale Mall

Shannon Harris – Courtyard/Fairfield Inn Daphne/Eastern Shore/Spanish Ft
Rhonda Davis – USS Alabama
Shariya Seals – Hilton Garden Inn MW
Lauren Stallings – Hilton Garden Inn MW
Shawn Watkins – Home 2 Tillman’s Corner
Cynthia Mitchell – Hampton Inn Dwtwn
Diana Moorer – Hilton Garden Inn Mobile West
Gwynn Pitman – Residence Inn
Kent O’Rear - Puroclean
David Clark – Visit Mobile
Sonita Segrest – Courtyard Mobile
Megan Davis – Hampton Inn Dwtwn

I. Mingle 11:30am

II. Call Meeting to Order 12:05pm

- Shannon Harris

III. Approval of May Minutes

- Motioned by Diana Moorer, Seconded by Gwynn Pitman

IV. Financial Report

- We have \$4,695.21 in the account. \$125 going to attorney fee and \$200 going to Robert Houston accounting.

V. Announcement of Tillman’s Corner Representative for the Marketing Fund

- We have had challenges finding someone to participate in the Marketing Fund from the Tillman’s Corner district. As someone who is very familiar with the needs of Tillman’s Corner, Gwynn Pitman has graciously stepped up to represent the area on the Marketing Fund.

VI. Invite Your Neighbor Hotel to MALA

- Introduce yourself to your lodging neighbors and tell them about the association. There is so much change in the market. Some may not be aware of the organization and what we do.

VII. Board of Directors to take the summer to relaunch MALA

- Survey Monkey coming
 - Will include the associate members as well

- Will ask for feedback on what is important to you as members. It is an opportunity to be heard and bring your ideas to the board.
- Will revisit what time of day works best for most members.
- Welcome Back Flyer
 - Will put something together welcoming hotels back for the September meeting.
- Kick-off September Meeting
- No Meeting in July and August
- Guest Speakers

VIII. MALC Update

- Money being used to drive leisure to the market. Using a lot of banner ads with a 10-hour radius.
- Have about \$700,000. Did not spend as much last year because we needed to be careful with the market not completely rebounded yet.
- Did our first ever billboards. Locations are north of Atmore, Beltline, Tillman's Corner, and Loxley.
- Looking at the Star report, Mobile was getting burned on the edges. For example, travelers were stopping in Saraland and Daphne.
- Another first: Trying to get some TV spots in Birmingham and Nashville.
- If you haven't already taken advantage of Threshold 360, then please reach out to David Clark. It is an opportunity to get professional photography for your hotel that is paid by the TID. This is only for hotels that are a part of MALC.
- They are sponsoring a collaborative to market the cruise ships.

IX. CVB Update

- They are negotiations with Carnival to bring the Spirit back in October of 2023.
- A lot of the team is traveling
- Have conventions coming in almost every week for the next 60 days.
- Africatown: Should be December when the Heritage House opens. Smithsonian came out last week.
- Star Report: Most hotels are averaging about 59% occupancy for the last 28 days.

- If you aren't already on there, get on the Work in Mobile site to sign up to receive candidate leads.

X. Sports Update

- N/A

XI. Associate Member Updates

- Rhonda Davis – USS Alabama
 - Announced in May, they are replacing the teak deck. It is the original deck from WWII. It will take about 3 years to complete.
 - They are about to start Phase 1.
 - The ship will remain open throughout the renovation.
 - Adult admission is \$18. This includes ages 12 and up.

XII. Adjournment **12:42pm**

XIII. Future Meetings:

- September – Welcome Back
- December – FUN!

September Meeting 2022 Trivia Challenge: What are two new marketing tools that the TID board has funded to bring leisure business to the Mobile market? Be the **1st** to email DIANA N. MOORER @ Diana.Moorer@marriott.com with the **answer** and receive **\$25** gift card at the next meeting. **You MUST attend the September 2022 meeting to redeem the money.** The winner will be announced then.