# March’s 2024 MALA Meeting Minutes

**March 14, 2024**

**11:00am**

**Holiday Inn Express & Suites West I-10**

1. Networking
2. Call March’s Meeting Order- Shannon Harris
3. Individual Introductions around the room - Members and Guests
4. Approval of January’s Meeting Minutes – 1st Shannon Harris 2nd
5. MALA Financial Report – Shannon reported that the dues are coming in pretty good, still a few stragglers. There is $6,570+ in the account, which is where it usually is this time of year. The taxes are ready to go to the accountant to be process. There is usually a $200-$250 charge for this.
6. TID –There isn’t really anything to address. If you want to know is on the website everything including the minutes are on there. The focus right now is the renewal of the TID.
7. Marketing Fund – No updates, except that we were funded $650K for the year from the county. Spending time cleaning up the application and tightening up the process.
8. Guest Speaker: Paul Burch- Mobile County Sheriff-Regardless to what you see on TV, violent crime is on a downward trend. At the Sheriff’s office, we started a special operations office, which includes 46 deputies that are pro-active. We look for drug & prostitution activity. They invite us to contact them if we see anything. You can call, go on the website or do anonymous through the crime tip. At the end of the tip, there has to be a resolution. Homeless, is, also, as issue call them and they will take care of it and the same goes for the panhandlers. There are some uncooperative managers when a warrant has been issued and it is simply a request when they ask for keys etc. They are not responsible for the damage and will tear down the door if they have to.
9. Member and Guest Updates:
* Visit Mobile – We had to big back-to-back conventions and it was a huge success. We are staying really busy. United will start flying direct to Mobile from DC twice a day 7 days a week starting June 27th. Carnival Cruise will end in 2 weeks but keep your cruise packages up because this is a heavy booking season. This is the time of year people are planning their cruises. TAP begins April 3rd.
* Mobile Sports Authority – Busy season coming up. Ten events between now and the 1st weekend of May with events from downtown to out west Mobile. If you want to keep up to date, you can go to mobilesportsauthority.com it’s updated daily. Very excited about the upcoming events especially the announcement at 2pm.
* Civic Center – right at 2 pm they will have all the plans on the city’s website.
* Mobile Tennis Center – Lots of events February – June. Garret Wagner with Visit Mobile will be sending out information on two new tournaments. The Alabama Jr Teen Tournament July 19th – 21st with 700 kids. This tournament has been at Auburn the last couple of years but they needed more hotels and courts. The other tournament is a large adult tournament October 11th – 14th.
* South Alabama – Volleyball – trying to build community awareness with our program. This year is our 3rd year we will have a Golf fundraiser. They need to buy a video board in the gym. Part of this is to be able to market businesses. We run tournament in the fall season. We try to get business that are partnering with us on the back of our tournament t-shirts. We, also, have people asking where to stay. We have a tournament April 4th at Magnolia, if you would like to get a team together or sponsor a hole. There will be a lot of networking.
* AFLAC and Triple Z Pest Control gave introductions.

Business after hours will be Thursday the 21st at the Courtyard by Marriott, Mobile.

* Future Meetings
* April 11th , 2024– Hilton Garden Inn West I-65

Will discuss Fund Raiser for 2024

1. Adjournment