# June’s 2024 MALA Meeting Minutes

**June 13, 2024**

**11:00am**

**Holiday Inn Airport**

1. Networking
2. Call June’s Meeting to Order- Shannon Harris
3. Individual Introductions around the room - Members and Guests
4. Approval of June’s Meeting Minutes – 1st Shannon Harris 2nd
5. MALA Financial Report – Shannon reported $2,218.72 in the bank account, which is on the slim side due to the $2,500 Cruise gift card.
6. TID –Up for renewal for renewal for the 5 year TID. Beginning the process the board of directors decided they would like to increase to $2.00, which includes an increase in funding for Visit Mobile.. The TID was past during Covid and they didn’t spend any money because no one was traveling. If there isn’t an increase they won’t be able to continue the level of service, because right now they are using money from 2020 to boster what they are doing now. They will have to re-petition and the petition will have to be signed by the owner or a representative of the owner. Next step will be to meet with the city council. Mobile was the 1st and only TID in the state. Now Montgomery has passed and they will have $2.2 Mil and Florence AL, also, passed. Theirs’s is hefty $4 or 4% of room night which they will raise $2.2 Mil. Florenece does not have the facilities that we have and will not affect us as much as Montgomery. Be ready for more communication on this. If curious, reach out to Spike, David, and Tara or visit the website.
7. Marketing Fund – No update. Asking the county for $700,000, usually get $650,000.
8. Member and Guest Updates:
* Visit Mobile – Sending out invites for the June Partner Social June 27th at the Continental Commissary Kitchen on Azalea/Airport. There are flyers on the table about Destination training.
* Mobile Sports Authority – In 2 weeks will have 200+basketball tournament downtown. AL and Auburn have pulled out of the Supper 7 AL State Championship, which now will bring in other cities. This is the top event in high school sports every year.
* Exploreum – Having Appreciation for Military, first Responders, teachers and Hospitality July 2-6. Cuba closes in July and T-Rex is next, will have them for 1 ½ years.
* Amtrack – When the City council approves the $2.0 Mil, it will be close to start. It will take 4 months to build the platform. Amtrack will conservatively bring 10,000 RNs to Mobile around 30-40 rooms per day.
* Future Meetings - September 12th.
1. Adjournment