

August's 2024 MALA Meeting Minutes

August 8, 2024

11:00am

National Maritime Museum of the Gulf of Mexico

- I. Networking
- II. Call August's Meeting to Order- Shannon Harris
- III. Individual Introductions around the room - Members and Guests
- IV. Approval of August's Meeting Minutes – 1st Shannon Harris 2nd
- V. MALA Financial Report – Shannon reported \$4,430.00 in the bank account, which includes the raffle money that has been taken in. Looks like \$2,000+ will be for Ronald McDonald House based on the sales of the raffle tickets. We will have the exact amount at next month's meeting.
- VI. Guest Speaker – Project Search – VOA Southeast – Tandra Matthes and Nikita Vidic - They sponsor transitional Youth who have already graduated from high school but re-enroll into high school to be with them an additional year. They come to the site and work with them for an additional 9 months on rotation. Spike and Margo are hosts for the program. The students work on a school schedule and work in rotation of 10 weeks. They learn all the skills they can to make them marketable. As job developers they go into the community to build relationships to get the students jobs. They work with individuals with disabilities, some are visible, and some are not. They seek competitive employment for these students and showcase their abilities as we would our children, we consider typical.
- VII. TID – Trying to renew TID for \$1.50 for the first year and \$2.00 for the next year. Hoping by the end of the calendar year we are close to renewing. We have engaged attorneys at this point. They are re-writing the district management plan, which is the plan that gets passed as a city ordinance as our plan we operate on. The first year we were unable to spend money due to covid. No one was traveling. It is not sustainable now for what we are currently doing at \$1.00. The Expedia campaign is our best success. If you would like to know what your specific hotel has gotten from it reach out to Tara with Visit Mobile. She can get you the #s for you. We secured stable funding for Visit Mobile when we passed the TID the first time and we are asking the city for an increase. A new twist in the new district management plan is that the city cannot raise taxes more than 1% in 5 years, because with all the investments the city is trying to come up with a way to pay for it. Probably November or December is when the petitioning will start.
- VIII. Member and Guest Updates:
 - IX. Visit Mobile – City council approved additional funding for Am track. That is moving forward next spring. SOS is a tribute to Jimmy Buffet and will be going on Sept 21 in downtown Mobile from 12 noon –10 pm. Destination guide ad sales have been extended.
 - X. Mobile Sports Authority – an exciting new announcement for the new aquatic center breaking ground in Sept. This will help to add to our visitors coming to town, at the end of Aug they will be opening the bid to add 4 more soccer fields at the sportsplex and will be at 7 fields. We have 20 sports events

planned over 18 weekends. Two big events will be Gulf Coast Challenge Al A&M with and Jackson state Nov2nd with Port City classic AL State and Auburn State. Very soon we will start bidding on the Super 7, which can bring 40,000- 50,000

- XI. Civic center is officially closed as of Friday. The box office has now officially moved to the Seanger full time. The new hours are W-F 10-2 and 2 hours prior to the shows.
- XII. Explorem - Cuba has gone back to New York and part was sold off. 63,000 in attendance during the exhibit. January, we won the marketing campaign for the state for the Cuba exhibit
- XIII. Downtown Alliance - Expanded on the Jimmy Buffett festival SOS. People will be coming from all around. Visit Mobile is heavily getting the word out. Still raising money for it, still need about \$25,000.
- XIV. Mobile Sports and entertainment group - we used to run Hank Aaron Stadium. We are now at Mobile International Speedway. We open Sept 27th for Halloween and that goes through Halloween night. Nov 15th, we open for the Christmas lights.
- XV. Cruise Package drawing- Winner is the Courtyard housekeeper Lisa.
- XVI. Future Meetings - October 10th.
- XVII. Adjournment