

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Annual Meeting  
When: Monday, January 23, 2017 - Mexico Beach Civic Center

Attending:			
Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Debbi Mulligan	Director
Linda Albrecht	Director	Kimberly Shoaf	President
Robert Carroll	Director	Melissa Williams	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present.

**Citizens Comments:** None

**Election of Board Officers:** Director Yarbrough explained that per the MBCDC practices and procedures, the annual meeting is held for the express purpose of electing board officers for the coming year and informed the board of the current officers.

A motion was made by Director Hobbs and seconded by Director Mulligan to maintain the current Chairman, Sandie Yarbrough, for the coming term. The motion passed unanimously.

A motion was made by Director Albrecht and seconded by Director Mulligan to maintain the current Vice Chairman, Cathey Hobbs, for the coming term. The motion passed unanimously.

A motion was made by Director Albrecht and seconded by Director Hobbs to maintain the current Secretary/Treasurer, Clayton Studstill, for the coming term. The motion passed unanimously.

A motion was made by Director Hobbs and seconded by Director Albrecht to adjourn the meeting. The motion passed unanimously.

Melissa Williams for  
Clayton Studstill  
Secretary/Treasurer

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Monthly Meeting  
When: Monday, January 23, 2017 - Mexico Beach Civic Center

Attending:			
Sandie Yarbrough	Director	Dena Frost	Director
Cathey Hobbs	Director	Debbi Mulligan	Director
Linda Albrecht	Director	Kimberly Shoaf	President
Robert Carroll	Director	Melissa Williams	
Wylie Petty	Director		

The meeting was brought to order at 10:06 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Hobbs and seconded by Director Petty to approve the December 15, 2016 monthly meeting minutes. The motion passed unanimously.

**Citizens Comments:** None

President Shoaf presented the year-to-date FY17 financial report. She informed the Board that one-half of the BP Grant money has been received, however there have been no expenditures of this fund; additionally the other one-half of the grant will be received before the end of the fiscal year. A motion was made by Director Hobbs and seconded by Director Mulligan to accept the FY17 YTD Financial Report. The motion passed unanimously.

The bed tax numbers were reviewed. President Shoaf pointed out that November bed tax collections were up 21.99% and that the value of 1¢ for November was up 19.15%. Director Yarbrough stated that an article in The Star indicated that Gulf County TDC was also having an issue with collecting and reviewing bed tax funds. President Shoaf stated that she will contact Jennifer Jenkins about this issue.

**Marketing Update:**

- Gerald Burwell and staff of Cornerstone Marketing presented the monthly marketing and eblast reports with emphasis on creative projects using monies from the Gulf Tourism & Seafood Promotional Grant, social media statistics and a recap of the e-newsletter recipients and new subscriptions which had a 21.42% open rate.

**Old Business:**

- Feasibility Study – President Shoaf stated that the field work, engineering and survey were complete and the Board would be presented this information at the March meeting.
- City of Mexico Beach Inlet Management Projects – President Shoaf presented information on the city’s project, Mexico Beach Inlet Sand Bypassing. She informed the Board that the State Grant for the design (jetty modifications and bypassing) and construction (discharge pipe replacement and bypassing) was for \$465,750 with the city paying \$155,250 for a total fund project of \$621,000. President Shoaf stated she had met with Mell Smigielski and Lisa Armbruster to discuss the scope of work and budget for this project and that Mr. Smigielski inquired as to the MBCDC assisting with the funding of this project. President Shoaf reminded the Board that this project is part of the Board’s 2020 Strategic Plan and that the City could utilize the CDC’s feasibility study and, if the Board chooses to do so, this could be paid to the City out of next year’s budget. After discussion, President Shoaf informed the Board that Mr. Smigielski will be attending the March Board meeting and is inviting City Council members to attend in citizen status. Director Carroll stated that he had spoken with Ms. Armbruster and she indicated that if the City acquired the funds now, and accepted the project, that the project could be completed this year. President Shoaf

replied that the City had accepted the project but mentioned that turtle season may interfere with completing this project this year.

- Celebrate Twice Event – President Shoaf stated that feedback was good for this event and the scavenger hunt went well. She informed the Board that potential participating businesses operation hours would need to be taken into consideration since next year’s event will take place on Sunday.

#### **New Business:**

- Snowbird Luncheon – March 2, 2017 – President Shoaf reviewed information on the snowbird luncheon to be held at the El Governor Motel. She suggested a simplified menu of barbeque sandwich, bag of chips, coleslaw, and cookies from Sam’s Club. She stated this way the vacation rental companies can enjoy the luncheon and everyone would get the same dessert. The consensus of the Board was to use this menu. President Shoaf stated she will send out the bid for the barbeque and coleslaw.
- Vow Renewal Ceremony – April 8, 2017 – President Shoaf reviewed information on the vow renewal ceremony to be held at the beaches of Sunset Park. She asked for input on the cupcakes and champagne for the reception and the consensus of the Board was to continue with this menu. President Shoaf mentioned that the pavilion was beautifully decorated last year and requested the use of the decorations from Director Petty.

#### **Sponsorships:**

- Gollywhopper Classic – June 3, 2017 – President Shoaf presented the request of a \$6,000 sponsorship from the Gollywhopper Classic Tournament co-founders and stated that a sponsorship of \$5,000 was awarded last year. After discussion, a motion was made by Director Albrecht and seconded by Director Petty to award a sponsorship of \$5,000 to the Gollywhopper Classic Tournament. The motion passed unanimously.
- MBARA Kingfish Tournament – President Shoaf informed the Board that a sponsorship of \$5,000 was given to this event last year and that the letter received from the tournament director which is attached to their packet has no specific sponsorship amount requested. After discussion, a motion was made by Director Petty and seconded by Director Mulligan to award a sponsorship of \$5,000 to the MBARA Kingfish Tournament. The motion passed unanimously.
  - Director Frost joined the meeting.

#### **Events:**

- January/February Snowbird Trips – President Shoaf stated that the January Biloxi trip took two busloads of winter guests and locals to Biloxi, the February WindCreek trip is almost fully booked and the February Capitol trip is fully booked.

#### **President’s Report:**

- President Shoaf reported that additional Visitor’s Guide bins had been ordered and received to be placed in prime locations around Mexico Beach. Director Frost and Director Hobbs requested a bin to be placed in front of their business. She also informed the Board that the canal renovation project estimated date of completion is now March or possibly April 2017.

**Miscellaneous:** Director Carroll suggested placing meeting dates on the Mexico Beach website. After discussion, Director Yarbrough stated this item will be placed on next month’s agenda to discuss.

A motion was made by Director Albrecht and seconded by Director Petty to adjourn the meeting. The motion passed unanimously.

Melissa Williams for  
Clayton Studstill  
Secretary/Treasurer