

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, November 17, 2016 - Mexico Beach Civic Center

Attending:			
Sandie Yarbrough	Director	Wylie Petty	Director
Clayton Studstill	Director	Linda Albrecht	Director
Shawna Wood	Director	Kimberly Shoaf	President
Dena Frost	Director	Melissa Williams	

The meeting was brought to order at 10:04 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Albrecht to approve the October 20, 2016 monthly meeting minutes. The motion passed unanimously.

Citizens Comments: None

Financial Report – YTD:

President Shoaf presented the year-to-date FY17 financial report. Director Yarbrough requested that President Shoaf correct the formula that depicts the remaining balance of funds. After discussion, a motion was made by Director Albrecht and seconded by Director Petty to accept the FY17 YTD Financial Report. The motion passed unanimously.

- o Director Frost joined the meeting.

Bed Tax Collection Report:

Charlene Honnen of the Bay County Tax Office gave a special presentation to the Board on Bed Tax Collections and reviewed a handout of Statistical and Graphical Reports for month and year ending: September 30, 2016. After a question and answer session, Ms. Honnen stated she will review the units vs. income data for June and July and report back to President Shoaf her findings on why those numbers appear distorted. President Shoaf declared that she will email the Board the September 2016 bed tax collection presentation showing Panama City, Panama City Beach and Mexico Beach yearly data.

Marketing Update:

- Visitor Guide Update - Lauren Shaw with Cornerstone Marketing reviewed the new visitor’s guide and circulated the cover page redesign.
 - i. Printing quantity/budget adjustment - President Shoaf informed the Board that the new visitor’s guide will contain 40 pages plus the cover page due to the increase of editorial material and advertising. She presented two options to the Board. Option one was to print 75,000 guides at a cost of \$40,000 and option two was to remain at the originally agreed upon print total of 100,000 at a cost of \$45,300. She reminded the Board that if more guides were needed in the future that a reprint would cost \$40,000. After discussion, a motion was made by Director Frost and seconded by Director Albrecht to increase the cost by \$5,300 and print 100,000 visitor’s guides at a cost of \$45,300. The motion passed unanimously.

Old Business:

- Update on 2017 Calendar – President Shoaf informed the Board that the 2017 calendar was to be delivered to the Welcome Center this week.
- 2020 Strategic Plan – President Shoaf presented a proposed strategic plan along with Director Studstill’s draft. After discussion, the Board directed President Shoaf to put a forward and ending in the proposed strategic plan along with some additions to the middle sections using information from Director Studstill’s draft. President Shoaf will meet

with Director Studstill to review the updated strategic plan and make any other changes. President Shoaf was directed to inform the Board if they could vote by email on this plan.

- Welcome Center Landscaping Project – President Shoaf informed the Board that she had received a proposal of over \$10,000 for landscaping the Welcome Center and that she is obtaining other quotes for review. Discussion followed.

New Business:

- Gulf Tourism and Seafood Promotional Grant-Round IV – President Shoaf stated that she received November 10th a letter informing the Board that the Mexico Beach CDC will receive a final grant distribution of \$100,000 and these funds have a very restricted use. She stated Madden Media was used in the first grant and Cornerstone Marketing was used in the second and third grant.
 - i. Cornerstone Marketing proposals – President Shoaf presented the Board three options from Cornerstone Marketing for use of the fourth Gulf Tourism and Seafood Promotional Grant. She stated that the marketing proposal must be submitted by November 30, 2016. After full discussion on each option and a survey of each Board member’s choice, a motion was made by Director Petty and seconded by Director Frost to approve and submit Cornerstone Marketing’s Option #2 marketing plan for the Gulf Tourism and Seafood Promotional Grant-Round IV distribution. The motion passed unanimously.
- **Sponsorships:** None

Events:

- Christmas Tree Lighting-December 4th at 6pm – President Shoaf stated that Special Events along with the MBCDC have coordinated this annual event and this year Lynn Kerrigan was to be the tree lighter, Jack Mullen had agreed to be Santa and the Living Water Church pastor was giving the invocation. She identified that the ukulele band was performing the Christmas music, posters had been distributed to local businesses and the Driftwood Inn was supplying the cocoa and coffee. President Shoaf confirmed that Tracy Gaddis had spoken with the Mexico Beach Police Department and they had agreed to allow golf carts to drive home after the parade which will hopefully encourage more participation.

President’s Report:

- President Shoaf informed the Board that the County had approved the feasibility study to use the Master Service Agreement and Dewberry|Preble-Rish is working on starting the study. She stated that the December Snowbird Biloxi trip was organized but there were still seats open. She informed the Board that Mrs. Williams attended the I-75 VisitFlorida Welcome Center Fall Festival and greeted approximately 2,700 visitors to promote Mexico Beach and a rack card was in development to place in the rack card space available at all five VisitFlorida Welcome Centers. President Shoaf confirmed that the Welcome Center will be closed next Thursday and Friday for the Thanksgiving holiday. She denoted that in lieu of a Christmas party the Welcome Center volunteers will receive Christmas cards with a \$25 coupon voucher.

Miscellaneous: None

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

Clayton Studstill
Secretary/Treasurer
CS/mw