

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, December 15, 2016 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Cathey Hobbs	Director	Dena Frost	Director
Clayton Studstill	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 10:09 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Frost and seconded by Director Mulligan to approve the November 17, 2016 monthly meeting minutes. The motion passed unanimously.

Citizens Comments: None

Financial Report – YTD:

President Shoaf passed out an updated year-to-date FY17 financial report. After discussion, a motion was made by Director Studstill and seconded by Director Frost to accept the FY17 YTD Financial Report. The motion passed unanimously.

Bed Tax Collection Report:

President Shoaf presented the bed tax collection report stating that October 2016 was a good month with revenue up 22.46%.

Marketing Update:

- Visitor Guide Update – President Shoaf presented the Mexico Beach Visitor Guide. The board gave comments on their approval of the new feel and overall look of them. President Shoaf stated that they will be delivered to local businesses in the coming week.
- President Shoaf presented the Cornerstone Marketing report reviewing the October, November and December newsletter eblast deployment numbers along with creative projects and social media posts and statistics.

Old Business:

- Gulf Tourism & Seafood Promotional Grant – President Shoaf informed the Board that the Gulf Tourism & Seafood Promotional Grant of \$100,000 had been approved with modifications. She stated that the modifications included doing away with billboard campaigns and placing more money into the television media buys and replacing the digital push page campaigns with a print buy in the National Geographic Traveler.
- Feasibility Study Update – President Shoaf presented the Board an email from Lisa Armbruster on the status of the feasibility study noting that the survey was underway, all control surveys have been completed and they are waiting for a weather window to complete the profiles.
- 2020 Strategic Plan – Director Yarbrough asked the Board if they had any comments, corrections or additions to the final draft of the 2020 Strategic Plan. She informed the Board that this plan was prepared by President Shoaf with input from Director Studstill using Board member suggestions and input from the Tourism Impact Survey. A motion was made by Director Studstill and seconded by Director Frost to accept the 2020 Strategic Plan. The motion passed unanimously.

New Business:

- Celebrate Twice Event – President Shoaf informed the Board that the Celebrate Twice shuttle rack card had been received and would be delivered to local businesses along with the New Year’s Eve scavenger hunt promos to be delivered to participating businesses. She reviewed the stops for the buses and trolleys stating that Regan’s would

be closed New Year's Eve and to please inform guests/riders to disregard that stop. President Shoaf reiterated that security personnel will be on each bus, excluding the two trolleys, and would be in place on each bus at 7pmCT.

- Personnel Bonuses – Director Yarbrough requested Mrs. Williams leave the room for discussion of this topic. President Shoaf presented her recommendations to the Board for personnel bonuses for Mrs. Williams and Mrs. Krum. President Shoaf was then asked to leave the room. After discussion, a motion was made by Director Hobbs and seconded by Director Frost to award Mrs. Krum a \$1,000 personnel bonus. The motion passed unanimously. After discussion, a motion was made by Director Studstill and seconded by Director Frost to award Mrs. Williams a \$2,000 personnel bonus. The motion passed unanimously. Director Yarbrough presented her recommendation to the Board for President Shoaf's personnel bonus. After discussion, a motion was made by Director Studstill and seconded by Director Mulligan to award President Shoaf a \$4,000 personnel bonus. The motion passed unanimously.
 - President Shoaf and Mrs. Williams returned to the meeting. Upon their return, the Board informed them of the personnel bonuses. President Shoaf and Mrs. Williams thanked the Board.
- **Sponsorships:** None

Events:

- January Snowbird Trips – President Shoaf advised the Board of the January Snowbird Biloxi trip and the Tallahassee trip to visit the Florida Historic Capitol Museum and Governor's Mansion.

President's Report:

- President Shoaf informed the Board that the audit was underway. She also presented the up-to-date Mexico Beach CDC Board of Directors Contact List and stated it will be revised when the Bay County Commissioner seat is appointed by the BCC on December 20, 2016.
- President Shoaf reminded the Board of the January Annual/Monthly Meeting to take place on Monday, January 23, 2017, at 10:00am. She stated that she will email a reminder of this meeting the beginning of January. President Shoaf informed the Board that VisitFlorida posted a live shot of Mexico Beach's beach in November on their Facebook page and reached over 84,000 people. She stated that Christmas in the Park was a success and enjoyed by everyone; seventy-one Santa bags were passed out to children and the remaining bags were given to the MBPD to pass out when Santa rides around Mexico Beach in the MBVFD fire truck on December 23rd. President Shoaf confirmed that the Welcome Center will be closed Friday, December 23, and Monday, December 26, for the Christmas holidays. She informed the Board that the Welcome Center will be open on Saturday, December 31st, for New Year's Eve and closed on January 2, 2017 for the New Year Day holiday. She specified that in lieu of a Christmas party the Welcome Center volunteers were mailed a Christmas card, prepared by local artist Gloria Sanchez, with a \$25 coupon voucher to redeem at the Welcome Center for coupons of their choice.

Miscellaneous: None

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

Clayton Studstill
Secretary/Treasurer
CS/mw