



Board Meeting Agenda

Thursday, October 20, 2016

10:00 a.m.

Mexico Beach Civic Center

Agenda Items:

1. Call Meeting to Order
2. Roll Call
 - a. Approve minutes from September 19, 2016 special meeting
3. Citizens Comments
4. Special Presentation
 - a. City of Mexico Beach City Administrator- Mell Smigielski
5. Approve Financial Report- YTD
6. Bed Tax Collection Report
7. Marketing Update
 - a. FY17 annual marketing & media budget- seeking approval
 - b. Visitor Guide update
8. Old Business
 - a. FY17 Budget & Program of Work- approved by Bay Co. BOCC
 - b. Update on 2017 Calendar
 - c. 2020 Strategic Plan
 - i. Tourism Impact Survey- results and feedback
9. New Business
 - a. Welcome Center Landscaping Project
 - b. New Year's Eve Celebrate Twice Event
 - i. Daytime scavenger hunt
 - ii. Trolley number and stops
10. Sponsorships
 - a. Southern Cruisers Riders Association- Requesting \$1,000 (W. Petty)
11. Events
12. President's Report
 - a. Feasibility Study update
 - b. Winter activity card
13. Miscellaneous
14. Adjournment

Mexico Beach Community Development Board of Directors

Sandie Yarbrough
Shawna Wood
Debbi Mulligan

Cathey Hobbs
Wylie Petty
Dena Frost

Clayton Studstill
Mike Nelson
Linda Albrecht