

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

Type: Monthly Meeting  
When: Monday, February 16, 2017 - Mexico Beach Civic Center  
Attending:

Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Dena Frost	Director
Shawna Wood	Director	Kimberly Shoaf	President
Linda Albrecht	Director	Melissa Williams	

The meeting was brought to order at 10:00 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 January 23, 2017 annual meeting minutes. The motion passed unanimously. After review, a motion was made by Director Petty and seconded by Director Hobbs to approve the January 23, 2017 monthly meeting minutes. The motion passed unanimously.

**Citizens Comments:** None

President Shoaf presented the year-to-date FY17 financial report. She reported that the expenditure in Item 7095-Other Beach Maintenance Project includes Lisa Armbruster's monthly consulting fee, BP Grant IV expenditures and the CDC audit expenditures. After discussion, a motion was made by Director Wood and seconded by Director Petty to accept the FY17 YTD Financial Report. The motion passed unanimously.

The bed tax numbers were reviewed. Discussion followed regarding new winter visitors visiting Mexico Beach and the projected spring break visitors.

**Marketing Update:**

- Lisa Burwell of Cornerstone Marketing presented a newly finalized commercial promoting dining in Mexico Beach stating it had an organic feel. The Board mutually approved the commercial. She announced that the VIE magazine will be distributed monthly and operating nationally starting with the May issue. Mrs. Burwell also mentioned a Brand Alliance Partnership along with a meet and greet in Birmingham on March 23<sup>rd</sup> where Mexico Beach could be promoted as a vacation destination along with meet and greet functions in Charleston, Nashville, Boston and Miami. She reviewed the January 2017 monthly marketing report and the FY17 marketing eblast report with the Board. Discussion followed regarding placing the Board meeting monthly agenda and minutes on the About The CDC website page and Mrs. Burwell stated there should be no problem with placing these items on this website page.

**Old Business:**

- Feasibility Study (ongoing) – President Shoaf stated that the feasibility study would be presented at the March Board meeting.
- Snowbird Luncheon – President Shoaf stated that no Mexico Beach restaurants provided a quote for the food portion, noting reasoning's were time and cost factors for some of the restaurants. A quote from Sonny's BBQ in Panama City was obtained for \$1,421. After discussion, the Board directed President Shoaf to obtain a quote from Paul Gant's Bar B Que in Port St. Joe and if the quote is within a \$200 range of Sonny's BBQ to use Paul Gant's Bar B Que, if more than \$200 use Sonny's BBQ.

**New Business:**

- About CDC Website Page – Item was discussed during the Marketing Update.
  - Director Frost joined the meeting.
- September Music in the Park – President Shoaf stated that she had discussed with Philip Hall, City Public Works Director, the issue of moving Music in the Park to Parker Park. Discussion followed regarding the MBCDC purchasing the materials for an uncovered stage and the City providing the labor, location of the stage so as not to eliminate the

view of the sunset, availability of sufficient power and the possibility of the City charging for use of police and the dumpsters during events. After discussion, the Board instructed President Shoaf to continue to explore this agenda item along with cost of materials for the City to build the stage.

- Leave No Trace – Director Yarbrough informed the Board that this was not on the agenda for discussion on whether it was a good or bad ordinance; however information was being spread that the MBCDC was going to pay to enforce this ordinance and the public is being misinformed as the MBCDC is not obligated to pay for the enforcement of an ordinance. President Shoaf informed the Board that Panama City Beach CVB does pay to clean the beaches and remove items but not all of Panama City Beach is a city beach or all a county beach and the cost is over \$130,000 during the summer months. She also discussed with the Board that if the City deems it as a public safety ordinance than the MBCDC can allot up to 10% of the first three pennies of the bed tax. President Shoaf stated that staff needs dialog and direction on this issue. After discussion, Director Yarbrough stated the Welcome Center needs to continue the keep it neat dialog with visitors and link any material to the city website about the ordinance reminding visitors they can still have a good time at the beach but have to follow the rules.

#### **Sponsorships:**

- Forgotten Coast Wounded Warrior Weekend – President Shoaf distributed the letter received from the Forgotten Coast Warrior Weekend Committee requesting a sponsorship. She informed the Board that a \$1,000 sponsorship was given last year. After discussion, a motion was made by Director Albrecht and seconded by Director Frost to award a sponsorship of \$1,000 to the Forgotten Coast Wounded Warrior Weekend. The motion passed unanimously.

#### **Events:**

- Snowbird Luncheon – President Shoaf reiterated that the Snowbird Luncheon was Thursday, March 2<sup>nd</sup>, at the El Governor Motel starting at 11:30am.
- Vow Renewal Ceremony – President Shoaf informed the Board that the poster for the Vow Renewal Ceremony was completed and approved.

#### **President's Report:**

- President Shoaf reported that a letter thanking the MBARA for their support was sent to Bob Cox. She apprised the Board on the proposed bill cutting funds to Visit Florida and Enterprise Florida and the importance of Visit Florida to tourism, the Mexico Beach CDC and Welcome Center. She stated that she and Director Hobbs attended the round table discussion with Governor Scott on Tuesday in Panama City Beach and that Governor Scott supports tourism and Visit Florida. President Shoaf reported that a postcard with a fishing picture on the front and a MBARA recipe on the back was being created. She communicated that 25 couples were already signed up for the Vow Renewal Ceremony and there are already over 70 entries for the February e-newsletter giveaway. President Shoaf informed the Board that she attended the past City Council meeting to update them on the MBCDC, and stated that Commissioner Wallace inquired as to the opening of the Welcome Center on weekends. After discussion, the Board directed President Shoaf to research the possibility of the Welcome Center being open during the summer on Saturdays from 10am-2pm. President Shoaf stated she will perform a trial study on Saturday morning in March and April and report back to the Board. Director Albrecht brought up the subject of the Municipal Park and Parker Park signs and them being compatible to the other park signs. She mentioned that the City and CDC have previously worked together on signs and suggested the CDC pay one-half of the costs of the City Hall sign if it also designates the Municipal Park. The Board directed President Shoaf to explore the cost of the Parker Park sign and Director Albrecht stated she will discuss the Parker Park sign with the City Council.

#### **Miscellaneous: None**

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