

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

Type: Monthly Meeting  
When: Thursday, April 20, 2017 - Mexico Beach Civic Center  
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Shawna Wood	Director	Dena Frost	Director
Wylie Petty	Director	Kimberly Shoaf	President
		Melissa Williams	

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 Wood and seconded by Director Frost to approve the March 16, 2017 monthly meeting minutes. The motion passed unanimously. After review, a motion was made by Director Mulligan and seconded by Director Petty to approve the March 27, 2017 special meeting minutes. The motion passed unanimously.

President Shoaf presented the year-to-date FY17 financial report explaining the relocation of funds. She stated that per Board approval \$11,800 was placed into Item 7085 – Beach Cleaning; and Items 7070 – Travel Lodging, 7075 – Tradeshows/Conventions and 7095 – Other Beach Maintenance Projects were reduced to equal \$11,800. President Shoaf also informed the Board that actual expense for Line Item 7045 – Visitors Guide in FY17 is \$21,937.91. She noted the payment of a FY16 invoice in FY17 due to the FY16 books being closed out; thus in actuality, the total expenditures YTD for FY17 is \$377,442.74. After discussion, a motion was made by Director Frost and seconded by Director Petty to accept the FY17 YTD Financial Report. The motion passed unanimously.

**New Business:**

- Additional Revenues from FY 2016 Audit and Excess Collections – Chairman Yarbrough directed the Board to review Operating Revenues - Line Item 4002. President Shoaf explained that the \$120,000 was an estimated amount and that after audit the actual amount is \$121,472. She informed the Board that the \$1,472 should be adopted into the FY17 budget and placed in line items with a negative balance. After discussion, a motion was made by Director Frost and seconded by Director Wood to add \$1,472 to Line Item 6020 – Volunteer/Tourist Certificates amending the line item to \$1,572 and amending Line Item 4002 – Contract Funds from Previous Years income to \$121,472. The motion passed unanimously.

President Shoaf stated that revenues in Line Item 4001 – Amended BOCC Revenues/Fund 126 are excess tax funds received from FY16. These funds could either be amended into FY17 budget or rolled forward and be placed into FY18 budget. The excess collection amount is \$147,724. President Shoaf offered recommendations to the Board regarding these funds. After discussion, a motion was made by Director Frost and seconded by Director Mulligan to roll the excess funds of \$147,724 to FY18 budget. The motion passed unanimously.

President Shoaf stated that bed tax collections were up 30% for the month of February per the Bed Tax Collection Report and there were more snowbirds along with winter visitors who stayed in Mexico Beach for the first time. She also stated that April numbers were looking good.

**Marketing Update:** Lisa Burwell of Cornerstone Marketing presented and reviewed the March 2017 Monthly Report and the Marketing Eblast Report confirming that email marketing is performing well and the events calendar was a high performer. She thanked the Board for the promo items given away at the recent meet and greet in Birmingham, AL and mentioned that the June meet and greet in Charleston, S.C. would be a good target area to pass out the Mexico Beach Visitor's Guide and/or a promo item to assist in promoting Mexico Beach as a vacation destination. Discussion followed regarding marketing Mexico Beach.

**New Business:**

- FY18 Marketing Contract – President Shoaf presented to the Board the marketing contract information from the April 21, 2016 CDC minutes where the Board extended Cornerstone Marketing’s contract on a yearly basis. She recommended to the Board to continue marketing services for next fiscal year with Cornerstone Marketing. After discussion, a motion was made by Director Frost and seconded by Director Wood to continue Cornerstone Marketing’s contract for FY18. The motion passed unanimously.
- Welcome Center Hours of Operation – President Shoaf discussed the March and April tally numbers of visitors coming into the Welcome Center on Saturdays along with the rate of pay for the Saturday employee. She recommended that if the Board wished to continue the Welcome Center being open on Saturdays to change the opening hours to 9:00am – 1:00pm. After discussion, the Board agreed to continue opening on Saturdays for the months May through August and the Board will review all Saturday visitor tally numbers in September to see if this service is needed in FY18.
- Professional Services Agreement- Burke Blue Hutchinson Walters & Smith – President Shoaf presented a Professional Services Agreement with Burke Blue Hutchison Walters & Smith, P.A. that would allow the MBCDC to make Michael S. Burke as the attorney on record. She stated that no retainer fee was required. After discussion, a motion was made by Director Petty and seconded by Director Mulligan to enter into a Professional Services Agreement with Burke Blue Hutchinson Walters & Smith as legal counsel for the MBCDC. The motion passed unanimously.

**Sponsorships:**

- Mexico Beach Fishing Tournaments: Ling Ding & Offshore Classic - President Shoaf informed the Board that Nate Odum has requested an additional \$1,000 sponsorship for the Mexico Beach Ling Ding Fishing Tournament and a \$6,000 sponsorship for the Mexico Beach Offshore Classic. Mr. Odum informed her that donations would be made to MBARA from these tournament proceeds. Discussion followed regarding events marketing/advertising procedures and how many visitors actually are renting a bed tax collector rental. President Shoaf recommended a sponsorship form be created for events to submit requesting sponsorship beginning next fiscal year. After discussion and agreement on using a sponsorship form starting next fiscal year, a motion was made by Director Petty and seconded by Director Frost to increase the Mexico Beach Ling Ding Fishing Tournament to a total sponsorship of \$2,000. The motion passed unanimously. A motion was made by Director Wood and seconded by Director Mulligan to award the Mexico Beach Offshore Classic a \$6,000 sponsorship. The motion passed unanimously.
- Forgotten Coast en Plein Air Paint-Out – President Shoaf passed out the Plein Air commemorative magazine for the Board’s review and stated that a \$5,000 sponsorship was given in FY17. She informed the Board that an artist reception and demonstration is to be held at the Mexico Beach Welcome Center on May 11th. A motion was made by Director Frost and seconded by Director Wood to award a \$5,000 sponsorship to the Forgotten Coast en Plein Air Paint-Out. The motion passed unanimously.

**Events:**

- Beach Blast Triathlon – President Shoaf updated the Board on the April 29<sup>th</sup> Spring Beach Blast Triathlon to be held in Mexico Beach with athletes start/finish line at the El Governor Motel grounds.
- Forgotten Coast en Plein Air Paint-Out – President Shoaf recapped the Board on the May 5<sup>th</sup>-14<sup>th</sup> Plein Air Paint-Out and welcomed the Board to the artist demonstration and reception to be held at the Welcome Center on May 11<sup>th</sup>.

**President’s Report:** President Shoaf informed the Board of the passing of two Welcome Center volunteers, Ruth McGlothlin and Bob Parsons, and that sympathy cards were sent to the families on behalf of the MBCDC. She informed the Board that Jerry Wallace has volunteered to take care of the Welcome Center yard if the CDC purchases any lawn materials needed. Director Frost stated that she has equipment that he can borrow and she can obtain any lawn/weed control material he needs to maintain the yard.

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

Melissa Williams for  
Clayton Studstill  
Secretary/Treasurer