

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, June 15, 2017 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Cathey Hobbs	Director	Dena Frost	Director
Clayton Studstill	Director	Shawna Wood	Director
Robert Carroll	Director	Kimberly Shoaf	President
Linda Albrecht	Director		

The meeting was brought to order at 10:02 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Carroll and seconded by Director Albrecht to approve the May 18, 2017 monthly meeting minutes. The motion passed unanimously.

Financials YTD:

President Shoaf presented the year-to-date FY17 financial report. She informed the Board that Cornerstone Marketing's invoice for 5007-Marketing-Media Buys had been paid and that this amount would be replaced when the BP funds were received. President Shoaf stated that Director & Officers along with the Welcome Center insurance invoices were received and would be paid mentioning that Item 6030 – Insurance-Director & Officers invoice was \$1,500 with \$2,000 being budgeted in FY17. With no Board questions, a motion was made by Director Hobbs and seconded by Director Albrecht to accept the FY17 YTD Financial Report. The motion passed unanimously.

Bed Tax Collection Comparison:

The bed tax numbers were reviewed. President Shoaf stated that the April 2017 numbers were down 4.5%; however March and April combined looked very good with year-to-date numbers up almost 14%. Discussion followed.

Marketing Update:

Gerald Burwell of Cornerstone Marketing presented the May 2017 marketing report reviewing digital and television media buys, newsletter deployment numbers, creative projects, blog posts and social media statistics. He reminded the Board that Cornerstone Marketing will host a meet and greet in the emerging market of Charleston, S.C. asking if Mexico Beach wished to partake in this event. President Shoaf informed him that the Board would provide Visitor's Guides and promotional items to assist in promoting Mexico Beach as a vacation destination. Mr. Burwell also stated that Cornerstone Marketing will be meeting with President Shoaf in July to develop the 2018 marketing plan and budget.

New Business:

- September Music in the Park – President Shoaf asked for feedback on the location and time for Music in the Park stating that the MBVFD would be grilling and selling food and drink. Director Albrecht mentioned that the road behind the park was approved to use for a festival to assist with traffic congestion.
 - Director Frost joined the meeting.After discussion on location and time, Director Yarbrough stated that the event should be held at Parker Park from 5:00 p.m. to 7:00 p.m. and Director Albrecht concurred. The Board agreed. President Shoaf stated that Special Events is having a likewise event but not sure of the logistics. President Shoaf also asked for any recommendations for bands informing the Board that she has booked the Zydeco Band, needed three more bands and stated that Baby Gray was a hit last year. Director Albrecht suggested CrossRoads.
- MBCDC FY18 Program of Work – President Shoaf presented the MBCDC FY18 Program of Work which had been emailed to each Board member for review stating that it would go before the Bay County TDC and the Bay County Board of Commissioners after approval by the Board. A motion was made by Director Studstill and seconded by Director Frost to approve the MBCDC FY18 Program of Work as presented. The motion passed unanimously.
- Pre-planning MBCDC FY18 Budget – President Shoaf stated that the revenue of excess collections from FY16, \$147,724, would be rolled into the FY18 budget and the Bay County Budget Director estimated revenue funds for

FY18 was \$700,000, which includes the \$147,724 amount. She was told that they are trying to provide figures that did not leave large amounts of revenue at the end of the fiscal year.

President Shoaf stated that an increase in the marketing budget needs to be considered. She also pointed out the addition of some new line items and one line item name change in the FY18 budget.

Discussion followed regarding the beach project and the amount the City will request from the MBCDC with President Shoaf stating that she would expect the CDC to help with the trucking of sand.

Director Yarbrough inquired as to whether the Board should budget a set amount or wait until the City requests a specific amount of funds. President Shoaf stated the Board should specify to the City what they would be willing to allot and reiterated that the funds must be compliant with State Statute Tourist Development Tax. Director Albrecht stated that the City budget meeting is July 10th.

Discussion followed regarding the Leave No Trace ordinance and if funding would be needed in FY18.

President Shoaf mentioned that there would not be a new Visitor's Guide printed in FY18 and there was a substantial supply of maps in storage. She stated that the pocket map had received many compliments and recommended staying with this format in the future.

Sponsorships: None

Events:

- Best Blast on the Beach – President Shoaf informed the Board that the July 4th posters have been distributed with the Sandy Shoes 5k race starting at 7a.m. at Under the Palms Park, the Kid's Fishing Rodeo beginning at 9:30 a.m. at the canal docks and fireworks to be shot off the pier at 8:30 p.m. She updated the Board on the use of the pier and the locations the City would secure and place closed signs.

President's Report:

President Shoaf stated that the Gollywhopper Fishing Tournament was a great event that had 67 boats participating with over \$15,000 paid out in winnings. The Gollywhopper committee expressed their thanks to the Board for the use of the Welcome Center. She informed the Board that the canal was looking very good and discussion followed regarding a Canal Park pavilion. Director Albrecht stated that, if the City had funds leftover from the canal project, she felt that the City would build a new pavilion. President Shoaf discussed the boat ramp and the City's plan on providing fish cleaning stations. Director Albrecht stated that two tables would be provided for fish cleaning and, with approval for electricity from Duke Energy, a refrigerator/freezer would be provided at the boat ramp.

Audience Participation: None

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

Clayton Studstill
Secretary/Treasurer
CS/mw