

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

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

Sandie Yarbrough	Director	Clayton Studstill	Director
Cathey Hobbs	Director	Robert Carroll	Director
Wylie Petty	Director	Kimberly Shoaf	President
Linda Albrecht	Director	Melissa Williams	
Debbi Mulligan	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 Hobbs and seconded by Director Albrecht to approve the June 15, 2017 monthly meeting minutes. The motion passed unanimously.

Citizens Comments: None

Financials YTD: President Shoaf distributed and presented an updated FY17 financial report. A motion was made by Director Albrecht and seconded by Director Carroll 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 May was up almost 3%. Discussion followed on year-to-date numbers and states targeted for marketing.

Marketing Update: Lisa Burwell presented and reviewed the Cornerstone Marketing Report to the Board highlighting the June media buys, newsletter deployment numbers, creative projects, blog posts and social media statistics along with push page promotions, including a Mexico Beach Gift Bag Giveaway Push Page Promotion. Due to the decrease in web traffic, she suggested that the Board may want to consider increasing funding on Google clicks.

- o Debbi Mulligan left the meeting.

Mrs. Burwell reviewed the Marketing Eblast Report denoting that the monthly e-newsletter was up from the previous month.

New Business:

- Annual Bed Tax Partner Meeting – President Shoaf referred to the success of last year’s bed tax partner meeting held prior to the August monthly Board meeting. The Board concurred. President Shoaf stated the Annual Bed Tax Partner Meeting will be held at 9:00 a.m. on August 17th prior to the MBCDC Board meeting.
- Resolution for Requesting Beach Management Funding Assistance – President Shoaf reviewed the Resolution of the Mexico Beach CDC Requesting a Beach Management Funding Assistance Program Grant mentioning that this does not require the Board to pursue a beach restoration project. However, it allows the CDC to expedite restoration if the Board determines to proceed. A motion was made by Director Studstill and seconded by Director Albrecht to approve the Resolution for Requesting Beach Management Funding Assistance. The motion passed unanimously.
- Mexico Beach Map – President Shoaf informed the Board that, due to a low inventory, developing a new updated Mexico Beach map in FY18 is essential. She stated that the pocket size design is popular with visitors and that she is in the process of obtaining map quotes. President Shoaf stated that the previous map advertiser fee was \$125 and was seeking approval to decrease this to \$100. Discussion followed. A motion was made by Director Albrecht and seconded by Director Petty to approve the \$100 charge for advertising in the Mexico Beach map. The motion passed unanimously.
- MBCDC FY18 Budget – President Shoaf reviewed the proposed FY18 budget informing the Board that Line Item 4001-Amended BOCC Revenues/Fund 126 is revenue of excess collections from FY16 and a new expense line, 6019-Uniforms, was added to the budget. She then reviewed line items that have a budgeted increase. Discussion followed regarding office equipment, Leave No Trace expenses and the Welcome Center floors. Director Carroll inquired about the Welcome Center lease and President Shoaf stated it would be up for renewal in 2019. Discussion

followed regarding the possible increase in the Welcome Center rent along with the Welcome Center landscaping. President Shoaf stated that the City shouldn't make a profit and there is room for negotiations on the lease.

Director Yarbrough opened discussion regarding FY18 employee salaries.

President Shoaf recommended Mrs. Williams' hourly rate remain the same but to increase her holiday pay from four to seven hours per holiday. She also recommended a \$1.00 per hour increase in pay for Mrs. Krum stating that she will be given new responsibilities, including cleaning the Welcome Center. President Shoaf informed the Board that the office cleaning budget will be reduced to once per month for deep cleaning. A motion was made by Director Studstill and seconded by Director Albrecht to increase Mrs. Williams' holiday pay to 7 hours per holiday and to increase Mrs. Krum's salary by \$1.00 per hour effective FY18. The motion passed unanimously.

Director Yarbrough opened discussion on President Shoaf's salary. She stated that it is more beneficial for an employee to get a good raise than a big bonus. Discussion followed. A motion was made by Director Studstill to increase President Shoaf's salary by six percent. Discussion followed. The motion failed. After further discussion, a motion was made by Director Albrecht and seconded by Director Petty to increase President Shoaf's salary by four percent effective FY18. The motion passed unanimously.

President Shoaf recommended revising the proposed FY18 budget, due to approved salary increases, by increasing 6001-Employee Salaries and decreasing 7031-Marketing Reserve. A motion was made by Director Petty and seconded by Director Albrecht to accept the recently amended FY18 budget. The motion passed unanimously.

President Shoaf stated that the FY18 budget will be presented for approval to the Bay County TDC and Bay County Commissioners.

Events:

- Offshore Classic – President Shoaf informed the Board that the 13th Annual Offshore Classic will be held on July 28-29 and that Mrs. Williams would be promoting this event on the Channel 13 midday show.

President's Report: President Shoaf stated that the September Music in the Park poster is in production and provided the scheduled bands. She expressed the desire to leave the stage up the entire month but will speak with Mary Blackburn in regards to this possibly disrupting the Mexico Beach Farmer's Market. Discussion followed. President Shoaf stated she will talk to the City in regards to the need for a panel box by the stage, bug spraying before each concert, permitted areas for parking and opening the back gate.

President Shoaf informed the Board that the Mexico Beach Photography Contest closes July 30th and a professional photographer has been selected to judge the entries. She stated that images for the 2018 Mexico Beach Calendar are being chosen from the photography contest entries. President Shoaf asked for consent to charge \$125 for the sidebar ad in the calendar. Discussion followed and the Board concurred with the \$125 sidebar ad charge in the 2018 Mexico Beach Calendar.

Miscellaneous: Director Yarbrough informed the Board that The Star had an article about the MBCDC undertakings.

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

Clayton Studstill
Secretary/Treasurer
CS/mw