

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, October 19, 2017 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Shawna Wood	Director
Robert Carroll	Director	Dena Frost	Director
Clayton Studstill	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. A motion was made by Director Albrecht and seconded by Director Wood to approve the September 21, 2017 meeting minutes. The motion passed unanimously.

Financials YTD: President Shoaf presented the FY18 financial report informing the Board that \$55,476., final payment for BP Grant, was received and placed in the MBCDC account. She also stated that the Bay County Commissioners had approved the FY18 budget. A motion was made by Director Studstill and seconded by Director Carroll to accept the FY18 YTD Financial Report. The motion passed unanimously.

- FY17 Budget – President Shoaf presented the FY17 financial report. She stated that there were some issues with the clerk’s office regarding the FY17 budget. Contract Funds from FY16 are now recorded as \$121,472; however, it could increase up to \$134,800 due to the clerk’s office placing \$86,504 from FY16 in as a payable. She stated that the Board will not have to do a budget amendment once these issues are resolved; however, the line item will change and then the FY17 budget can finally close out. President Shoaf stated that a few FY17 invoices, such as electricity and phone, are still outstanding and after payment FY17 can be closed out. A motion was made by Director Albrecht and seconded by Director Studstill to accept the FY17 YTD Financial Report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reviewed the bed tax numbers stating that August numbers were up and 2016-2017 are great bed tax collection years.

- Director Frost joined the meeting.

Marketing Update: President Shoaf stated that the Cornerstone September Monthly Marketing Activity Report was included in each Board member’s packet. She reviewed the new branding campaign, love, endless kisses, and stated that a photo and commercial shoot was scheduled for the first weekend in November. President Shoaf informed the Board that the FY18 marketing plan was finalized.

Business:

- FY18 Marketing Plan – Director Yarbrough stated this item was discussed during the Marketing Update.
- FY18 Program of Work – President Shoaf informed the Board that the Program of Work was approved by the Bay County Commissioners.
- 2018 Calendar – President Shoaf stated that the final proof of the 2018 calendar had been approved. Coast2Coast is in the process of printing the calendars with an expected delivery time no later than mid-November. She reported that all the monthly pictures were taken from the annual photography contest entries.
- 2018 Mexico Beach Map – President Shoaf expressed that the map had some minor edits before the final draft was approved and then it will go to print.

Events:

- Turkey Trot – President Shoaf stated that the Turkey Trot was posted on Active.com with an anticipated turnout of approximately 150-175 runners. She indicated that the route will stay the same as previous years and volunteers would be needed to assist runners at turn locations.

- Christmas Tree Lighting – President Shoaf stated that a 15’ artificial tree, approved by Wylie Petty, was purchased for \$1,700. She has spoken with Philip Hall about assembling the tree and has also requested Special Events to appoint a tree lighter while she is arranging the musical entertainment.

President’s Report: President Shoaf informed the Board that Music in the Park had received good feedback and discussed placing the stage in a better location once the City can provide more power. She stated that Giving Hope selling food for a good cause worked out well and that they wished to continue doing this next year.

President Shoaf stated that Snowbird activities were being scheduled for winter visitors and that Mrs. Williams was attending the I-75 Florida Welcome Center to promote Mexico Beach as a vacation destination.

President Shoaf brought up the City’s discussion of a concrete pier and stated that Mayor Cathey had inquired as to whether the CDC could provide any financial assistance. Discussion followed. President Shoaf said that the pier would be okay to use for the New Year’s Eve firework show per Philip Hall. Discussion followed regarding structural damage to the pier. President Shoaf informed the Board that she will update them on the concrete pier proposal once she sits down with Mayor Cathey. Discussion followed regarding the criteria Triumph will require to award funds.

Director Albrecht mentioned the possibility of snowbirds visiting our area due to the damage caused by Hurricanes in South Florida. President Shoaf mentioned that Airbnb was discussed at a recent marketing summit she attended and that a partnership has not been formed between Airbnb and Bay County. She stated that Airbnb would not agree to some of the requirements that the County TDT office has regarding its bed tax collection procedures. Discussion followed.

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

Clayton Studstill
Secretary/Treasurer
/mw