

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF SPECIAL MEETING

Type: Special Meeting
When: Thursday, November 9, 2017 - Mexico Beach Civic Center
Attending:
Sandie Yarbrough Director Wylie Petty Director
Cathey Hobbs Director Kimberly Shoaf President
Linda Albrecht Director Melissa Williams
Shawna Wood Director

The meeting was brought to order at 10:05 a.m. Roll was called and a quorum was present.

Business:

- Gulf Tourism and Seafood Promotional Fund Grant – Director Yarbrough advised the Board that the purpose of this meeting was to review, ask questions and approve the Gulf Tourism and Seafood Promotional Fund Grant. Director Petty inquired as to why the monies were only to be used January 2018-May 2018. President Shoaf stressed that this will strengthen the Mexico Beach Facebook and Instagram pages and will encourage website visitors to download guides such as lodging, shopping, and restaurants. She also stated that data will be collected to generate areas to target advertising Mexico Beach as a vacation destination.

Director Petty questioned whether the funds could be used for additional Visitor Guides. President Shoaf stated that there were enough guides and that these monies would need to be used for new publications. She also expressed that she did not want to mix Grant funds with CDC funds to alleviate any confusion and that this marketing proposal is due November 15, 2017. Director Yarbrough inquired whether this would need to go before the Bay County Commissioners. President Shoaf stated no. Discussion followed with President Shoaf stating that this will give all businesses a boost and they will not have to pay for the CDC to advertise their business.

A motion was made by Director Albrecht and seconded by Director Wood to accept and approve the submitted social media marketing proposal, starting January 2018 through May 2018, for the Gulf Tourism and Seafood Promotional Fund Grant. The motion passed unanimously.

Director Petty asked whether any funds given to Cornerstone Marketing were allotted for Facebook and could the Board possibly redirect these funds. President Shoaf stated that most of the funds were allocated for Google AdWords and not Facebook. Director Petty asked whether events were included in the Gulf Tourism and Seafood Promotional Fund Grant media marketing. President Shoaf stated yes and that funds will start with helping to boost the Turkey Trot.

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
/mw