

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, November 16, 2017 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Dena Frost	Director
Robert Carroll	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 10:11 a.m. Roll was called and a quorum was present. A motion was made by Director Hobbs and seconded by Director Petty to approve the October 19, 2017 meeting minutes. The motion passed unanimously. A motion was made by Director Frost and seconded by Director Hobbs to approve the November 9, 2017 special meeting minutes. The motion passed unanimously.

Financials YTD: President Shoaf pointed out that the FY18 Budget was in each Board member's packet stating that standard monthly services had been paid along with the destination map and 2018 calendar. She stated that the map was in production with the expected delivery the first part of December. Discussion followed regarding canal dredging and beach cleaning payment allotments with President Shoaf asking for direction from the Board on this issue. After discussion, Director Yarbrough directed President Shoaf to render monthly payment toward beach cleaning and dredging, but only when an invoice is received from the City. A motion was made by Director Carroll and seconded by Director Frost to accept the FY18 YTD Financial Report. The motion passed unanimously.

FY 17 Budget Update – President Shoaf informed the Board that the Bay County Commissioners approved the FY17 budget amendment bringing Line Item 4000 – Operating Revenue for BOCC Contract/Fund 126 from \$509,075 to \$557,371. President Shoaf stated that after payment of outstanding invoices FY17 can be closed out.

Tourist Development Tax Collections: President Shoaf reviewed the bed tax numbers stating that September numbers were up .3% with this closing out FY17 for a total increase of 7.82%. Discussion followed.

Old Business:

- Thanksgiving Day Turkey Trot – Melissa Williams informed the Board that over 50 participants had signed up for the Turkey Trot with registration still open and t-shirts and medals were ordered.

Marketing Update: Lisa Burwell with Cornerstone Marketing presented the new television commercials using the love campaign, #lovemexicobeach, already in use on Facebook and other social media markets. She informed the Board that the four short commercials each had their own themes which are scenery, children, family and girls getaway. Ms. Burwell also stated that these can be used for the new billboard campaign. Meghn Hill, Digital Marketing Director for Cornerstone Marketing recapped the October Monthly Report.

Old Business:

- FY17 Audit – President Shoaf informed the Board that the FY17 audit is underway with her providing requested materials to the auditor.

Events: President Shoaf stated that plans are underway for the Christmas Tree Lighting to be held on December 3rd. She informed the Board that the initial tree purchased was returned due to its faults and another tree, which was more structurally built, was purchased at a higher cost. She stated the City has performed a dry run on putting the tree up, Rockin' Randall will provide musical entertainment, Special Events has asked the Pollock family to be the tree lighter, Tracy Gaddis is arranging the golf cart parade and the Board plans to purchase cookies from Sam's.

President's Report: President Shoaf reminded the Board that the celebration of life event for Director Albrecht's husband, Al, would be held tomorrow and that flowers were sent on behalf of the Board. She also stated that flowers on behalf of the Board were sent to Carol Tandler in sympathy for the death of her husband.

President Shoaf mentioned that the winter visitor coupon books were out in the Welcome Center for visitors to pick up and snowbird trips were planned and posted. She reminded the Board that today was the 10 year anniversary for Mango Marley's.

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

Melissa Williams for
Clayton Studstill
Secretary/Treasurer
/mw