

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Monthly Meeting  
When: Thursday, October 20, 2016 - Mexico Beach Civic Center  
Attending:

Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Dena Frost	Director
Shawna Wood	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 10:04 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Frost to approve the September 19, 2016 special meeting minutes. The motion passed unanimously.

**Citizens Comments:** None

**Special Presentation:** The City Administrator of Mexico Beach, Mell Smigielski, gave a presentation to the Board about the progress on Phase I of the Parker Park along with information on future phases. He presented a copy of the site geometry plan for the Parker Property Park to each Board member in attendance. Mr. Smigielski stated that the City was applying for a FERDAT Grant in the amount of \$50,000 to use to build the proposed pavilion. After the presentation, he answered questions from the Board.

**Financials YTD:**

President Shoaf presented the year-to-date FY17 financial report reporting that Operating Revenue Income 4002-Contract Funds from Previous Year of \$120,000 was an estimate and that after the audit she will record the precise figure in the financial report. She also updated the Board on the calendar and visitor guide advertisement sales status. After discussion, a motion was made by Director Frost and seconded by Director Hobbs to accept the FY17 YTD Financial Report. The motion passed unanimously.

Chairman Yarbrough informed the Board that the County had approved the payroll move of President Shoaf from the County to the MBCDC effective October 1<sup>st</sup>. She also stated that the County had agreed to let her accrued leave rollover into the MBCDC leave records.

President Shoaf notified the Board that the Clerk's Office was utilizing a pre-audit function to approve expenditures before reimbursement to the MBCDC. She stated that all funds this period were deposited except for the Social Security/Medicare/Taxes portion of personnel payroll and requested an action from the Board to rectify this problem. After discussion, a motion was made by Director Hobbs and seconded by Director Frost to have President Shoaf officially request the Clerk's Office to reimburse the MBCDC for these funds. The motion passed unanimously.

**Bed Tax Collection Comparison:**

The bed tax numbers were reviewed, and President Shoaf stated that the August 2016 numbers were slightly down. After discussion, President Shoaf stated that she will request Charlene Honnen, Bay County Tourist Tax Development office, to be present to discuss and answer questions of the fiscal year bed tax collection numbers at the November 2016 meeting.

**Marketing Update:**

Lisa Burwell of Cornerstone Marketing passed out and recapped the Cornerstone Marketing September 2016 Report.

- FY17 Annual Marketing and Media Budget – President Shoaf presented for approval the marketing and media budget of \$200,000 for Cornerstone Marketing. She stated that outside markets like the Carolinas, Texas and Tennessee will be targeted this fiscal year. After discussion, a motion was made by Director Frost and seconded by Director Wood to approve the \$200,000 marketing budget for Cornerstone Marketing. The motion passed unanimously. President Shoaf reminded the Board that the Visitor Guide is not in this budget.
- Visitor Guide Update – Lisa Burwell stated that the Visitor Guide highlighting the new brand name with a fresh look was almost ready to send to the printer with an estimated delivery date of November 1<sup>st</sup>.

**Old Business:**

- FY17 Budget and Program of Work – Director Yarbrough informed the Board that the FY Budget and Program of Work had been approved by the Bay County Board of County Commissioners.
- Calendar Update – President Shoaf stated that the 2017 calendar proofs had been received from Coast2Coast and should go to print next week. She informed the Board that the 2017 Photography Contest winning photographs were now posted on mexicobeach.com.
- 2020 Strategic Plan – Director Yarbrough led a discussion on the Tourism Impact Survey results and feedback. She stated that the MBCDC needs to do a better job of informing the public about the MBCDC’s purpose and accomplishments. After discussion, Director Yarbrough recommended each Board member submit four goals to President Shoaf and directed President Shoaf to create an online template and email to each Board member to complete with their suggestions of goals and plans to accomplish these goals.

**New Business:**

- Welcome Center Landscaping Project – President Shoaf informed the Board that she had spoken with Philip Hall regarding the landscaping of the Welcome Center. He agreed to let President Shoaf take over the upkeep of the area. She stated that she had contacted Southeastern Outdoor Management and they were to present three plans to landscape the area including seeding and the removal of fungus. After discussion, the Board unanimously agreed for President Shoaf to move forward with this project.
- New Year’s Eve Celebrate Twice Event – President Shoaf informed the Board that the NYE Celebrate Twice poster had been prepared by Cornerstone Marketing.

Trolley Number and Stops – President Shoaf stated that she and Mrs. Williams had met with the Gulf County TDC staff and agreement was reached to add an additional bus, since this year New Year’s Eve is on a Saturday, totaling nine busses with seven busses having security on the bus. She recapped that all busses and security staff will start at 7pm CT/8pm ET. She stated that the Gulf County TDC hosts the joint CelebrateTwice.com website and Mexico Beach is working with Mike’s Limousine on securing the rentals of the busses with hopefully the same bus drivers. President Shoaf will plan to speak with Castaways to see if they are interested in being listed with The Fish House and Mango Marley’s trolley stop. President Shoaf stated that routes will have colored dots which will be on the website and literature and that to assist trolley riders each security guard will hold a colored dot paddle while passengers load.

Daytime Scavenger Hunt – President Shoaf inquired charging \$50.00 to each of the three businesses participating in the New Year’s Eve Scavenger Hunt to offset the cost of promotional items. She suggested sending out an email along with a contract to all Mexico Beach retail businesses and selecting the first three businesses who submitted a completed contract and payment to participate in the hunt. The Board agreed unanimously on charging to be one of the hunt locations for Mexico Beach and the first come, first serve procedure.

**Sponsorships:**

- Southern Cruisers Riders Association – After discussion, a motion was made by Director Wood and seconded by Director Frost to approve a \$1,000 sponsorship to the Southern Cruisers Riders Association. The motion passed unanimously.

**Events:** None

**President’s Report:**

President Shoaf stated that the Feasibility Study will be presented to the TDC next week for approval. She informed the Board that the Winter Visitor rack card was in the process of being printed. She stated that the Christmas Tree Lighting Ceremony will be held December 4<sup>th</sup>. After discussion, it was agreed that the ceremony will be held at Sunset Park.

**Miscellaneous:** None

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