

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, September 21, 2017 - Mexico Beach Civic Center
Attending:

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

The meeting was brought to order at 10:02 a.m. Roll was called and a quorum was present. A motion was made by Director Petty and seconded by Director Frost to approve the August 17, 2017 meeting minutes. The motion passed unanimously.

Financials YTD: President Shoaf presented the FY17 financial report and stated that the FY18 budget is at the Bay County TDC for approval and will be presented to the Bay County Commissioners in October.

- o Director Studstill joined the meeting.

With no questions, a motion was made by Director Frost 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 July numbers were down and one explanation could possibly be someone paying their back taxes in July 2015 or July 2016. After discussion, agreement was to request a detailed explanation from the Bay County Clerk if numbers were skewed next month.

Marketing Update: President Shoaf reviewed the Cornerstone August Marketing Report and Marketing Eblast Report.

New Business:

- Thanksgiving Day Turkey Trot – President Shoaf informed the Board that April Wisdom, originator of the Turkey Trot, had moved and gave permission to reassign this event. She mentioned that there were around 150-175 participants last year and this gives visitors an event during the holiday. President Shoaf asked the Board their opinion on this event. After discussion on costs along with profits, a motion was made by Director Frost and seconded by Director Wood for the CDC take charge of the Turkey Trot fun run. The motion passed unanimously.
- FY18 Marketing Plan – President Shoaf informed the Board that the FY2018 Annual Marketing & Media Budget was in their packets and that the Services and Media funds amount would remain as listed. She noted, however, that some of the media buys types and vendors will be changed. After discussion, a motion was made by Director Studstill and seconded by Director Hobbs giving permission to President Shoaf to sign the FY2018 Annual Marketing & Media Budget contract once changes were made to the type and vendor of certain media buys. The motion passed unanimously.

Sponsorship Request:

- Blast on the Bay Songwriters Festival – President Shoaf presented the sponsorship application from the Coastal Songwriters Education Coalition, Inc. requesting sponsorship for the Blast on the Bay Songwriters Festival. She stated that last year the Board gave \$1,000 in sponsorship and even though the applicant did not request a specific amount on the application, it was verbally indicated that an increase in the sponsorship amount would be appreciated. President Shoaf reviewed the Mexico Beach venues. Discussion followed. A motion was made by Director Hobbs and seconded by Director Frost to award a sponsorship of \$2,000 to the Blast on the Bay Songwriters Festival. After discussion regarding charging to enter venues this year, Chairman Yarbrough acknowledged that a motion and a second had been made to award the Songwriters Festival a sponsorship of \$2,000. The motion passed unanimously.

Events: President Shoaf reminded the Board that Music in the Park was tonight with Heat & the Zydeco Gents and that local residents were cooking hamburgers and hot dogs for donations to go to hurricane relief. Discussion followed regarding the Farmers' & Craft Market with President Shoaf pointing out that event is held by Special Events.

President's Report: President Shoaf informed the Board that the Bay County Commissioners had approved the reappointments to the CDC Board.

She stated that the photography contest winners had been notified and the list of winners will be placed on the website and will be in the October e-newsletter.

President Shoaf informed the Board that three travel writers from Southern Bite will be staying in a Mexico Beach condo furnished by Gulf Coast Vacation Rentals this Sunday and departing on Wednesday. She stated that an itinerary was prepared for them and it includes them dining at local restaurants along with taking a boat cruise booked for Tuesday with a local charter boat. A low country boil has been arranged for the travel writers to be held at Sunset Park and invited Board members to attend this event on Monday at 6pm CT.

President Shoaf inquired about the location of the tree lighting ceremony stating that it is a CDC, Special Events, City, Fire Department and Police Department event. After discussion, it was agreed that the event would be held at Sunset Park, Special Events will select a tree lighter and the CDC will arrange for the music. Also, it was agreed that a professional photographer was not needed. After discussion regarding a live versus an artificial tree, President Shoaf stated she will research the cost of an artificial tree with LED colored lights.

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

Clayton Studstill
Secretary/Treasurer
/mw