

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

Type: Monthly Meeting  
When: Thursday, March 15, 2018 - Mexico Beach Civic Center  
Attending:

Sandie Yarbrough	Director	Linda Albrecht	Director
Cathey Hobbs	Director	Wylie Petty	Director
Clayton Studstill	Director	Shawna Wood	Director
Robert Carroll	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Carroll to approve the February 15, 2018 monthly meeting minutes. The motion passed unanimously.

President Shoaf acknowledged that the February 2018 in lieu of the up-to-date March 2018 financial report was mistakenly placed in each packet. Chairman Yarbrough directed the Board to move on to the next agenda item and the up-to-date financial report would be presented at the April 2018 meeting.

President Shoaf reviewed the tourist development tax collections. Discussion followed.

**Marketing Update:**

President Shoaf stated that the Cornerstone Marketing Report was mistakenly not placed in each agenda packet. She stated that there was nothing new to report; however, there was an increase in social media due to the BP campaign.

**Ongoing Business:**

- City of Mexico Beach Sand Bypass Update – President Shoaf informed the Board that Dewberry was moving forward with pulling permits and hopefully movement would begin in November after turtle season.
- Snowbird Luncheon – President Shoaf recapped the snowbird luncheon stating that the response wasn't as appreciative as previous years. Discussion followed regarding ways to thank winter visitors next year. Some suggestions included offering coffee and donuts in the Welcome Center for a week so they can meet the staff and learn more about the area and pizza or a cook-out at Parker Park with musical entertainment.
  - Director Studstill joined the meeting.

**New Business:**

- Parker Park Walking Bridge – Director Albrecht broached the willingness of the Mexico Beach CDC contributing toward a walking bridge across the moat at Parker Park. She indicated that this is not a priority but would be a nice asset to the park and Mexico Beach. Director Albrecht stated that Dewberry does not believe this project would fit into a trail grant but they would look into other grants if the CDC consensus is favorable for this project. Discussion followed regarding cost, funds, permits, possibility of filling in the moat and the need for tourism draws at the park such as an amphitheater. After discussion, it was the consensus of the board to support this project, however there were other CDC projects that will be placed before this with regards to finances, and to have Director Albrecht ask Dewberry to continue to look for grant funds.
- Mexico Beach 2019/2020 Visitor's Guide – President Shoaf stated that the two year Visitor's Guide lifecycle would be up in December 2018 and that the need for a Request for Qualifications (RFQ) for designing and printing a new Visitor's Guide was needed. She presented the previous RFQ in the Board's packet stating that it would need tweaking and inquired if the Board wanted to stay with the same size guide. Consensus of the Board was to stay with the same size Visitor's Guide. President Shoaf stated she will send out the 2019-2020 Visitor's Guide RFQ.
- Mexico Beach Marketing Agency of Record – President Shoaf stated that Cornerstone Marketing is on a year-to-year contingency agreement and the agreement will conclude at the end of FY18. She presented the marketing agency's time line to the Board and noted that it had been six years since the RFQ for marketing agency was placed.

President Shoaf noted that Cornerstone has been a great partnership and to go out for RFQ is nothing against the agency. President Shoaf recommended to the Board to place a Request for Qualifications (RFQ) for a marketing agency, noting that this would continue to keep the CDC balanced and continue to show transparency for the Board. Discussion followed regarding the RFQ process. President Shoaf provided the 2012 RFQ to provide marketing/creative/media buying/public relations services for the Mexico Beach CDC. She also stated that she has spoken with Jayna Leach of Visit Panama City Beach to assist with the formatting of our RFQ. It was noted that the RFQ would be open and advertised according to rules and that Cornerstone Marketing would be allowed to reapply. A motion was made by Director Albrecht and seconded by Director Petty to send out a Request for Qualifications (RFQ) for a marketing company for the Mexico Beach CDC. The motion passed unanimously.

**Events:**

- Vow Renewal Ceremony – President Shoaf informed the Board that the ceremony photographer, musician, and minister are all booked and the arbor has been rented. She stated that flowers will be purchased for each bride to carry. President Shoaf suggested that the couples walk together to the arbor in lieu of walking separately. She also stated that cupcakes and champagne will be served at the reception. President Shoaf asked the Board for assistance with decorating the area and arbor along with the need for servers at the reception. She stated that the event is being promoted on social media and in the newspaper.

**President's Report:** President Shoaf requested to move the April Mexico Beach CDC meeting due to a meeting scheduling conflict. After discussion, the Board decided to move the meeting to Thursday, April 12, 2018 at 10:00am CST. President Shoaf stated she will reserve the Civic Center and post notices of the date change. President Shoaf stated that she will be on vacation next week but will check her email and telephone messages. She also informed the Board that some visitors on spring break were already on the beach and/or volunteering in the community.

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

Clayton Studstill  
Secretary/Treasurer  
/mw