

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, April 12, 2018 - Mexico Beach Welcome Center
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Clayton Studstill	Director	Dena Frost	Director
Robert Carroll	Director	Wylie Petty	Director
Linda Albrecht	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 1:02 p.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Albrecht to approve the March 15, 2018 monthly meeting minutes. The motion passed unanimously.

President Shoaf presented the FY18 YTD Financial Report. After discussion, a motion was made by Director Studstill and seconded by Director Carroll to accept the FY18 YTD Financial Report. The motion passed unanimously. President Shoaf presented a proposed updated FY18 budget with highlighted areas indicating expense line items that had been modified so that revenues and expenses balance. After discussion, a motion was made by Director Studstill and seconded by Director Carroll to accept the amended and updated FY18 budget. The motion passed unanimously.

President Shoaf stated that bed tax collections were down for the month of February per the Bed Tax Collection Report and that Dan Rowe reminded her that since FY14 the year-to-date bed tax numbers for Mexico Beach are up 67%. Discussion followed.

- o Director Frost joined the meeting.

Marketing Update: Lisa Burwell of Cornerstone Marketing presented Meghn Hill who reviewed the March 2017 Monthly Report. Discussion followed regarding data received from Facebook, repeat guests and retail gains vs. lodging slumps.

Presentations: Mayor Al Cathey thanked the Board for the letter to the City in support of pursuing the Triumph application for a concrete pier. He stated that the city was approved to submit a full application and he was present to answer any questions in regard to the request for a monetary amount of support in the letter. With no questions, Mayor Cathey thanked the Board.

Ongoing Business:

- City of MB Beach Sand Bypass Update – President Shoaf informed the Board that Jeff Brittain with Dewberry had stated that the field work along with the design and developing of permit sketches over the next month was proceeding along with pre-applications with ACOE and FDEP and the drafting of the EA regulation for the JCP. Discussion followed regarding the recent beach ownership bill signed by Governor Scott.
- Update on RFQ's – President Shoaf informed the Board that the Marketing Agency and Visitor's Guide RFQs had been reviewed by Mike Burke. After fine-tuning with some of his suggested minor changes, she will publish the RFQs.

New Business:

- Mexico Beach Welcome Center Flooring – President Shoaf stated that three quotes, including installation and labor, that were received for the budgeted welcome center flooring; Carpet Country in Port St. Joe quoted \$5800, Carpet One in Panama City quoted \$6870 and Carpet Connection in Panama City quoted \$7,182.50. After discussion, a motion was made by Director Albrecht and seconded by Director Mulligan to hire Carpet Country in Port St. Joe with the quote of \$5800 to install the flooring in the CDC Welcome Center. The motion passed unanimously.

Sponsorship Requests:

- Forgotten Coast en Plein Air Invitational – President Shoaf stated that the Forgotten Coast en Plein Air Invitational had submitted a request for a \$5000 sponsorship and that last year the CDC sponsorship was \$5000. She informed the Board that the reception will be May 10th at the Welcome Center and that artist Lori Putnam’s exhibit will be in the CDC’s welcome center. A motion was made by Director Studstill and seconded by Director Mulligan to award a sponsorship of \$5000 to the Forgotten Coast en Plein Air Invitational. The motion passed unanimously.
- Mexico Beach Gollywhopper Classic – President Shoaf stated that the Gollywhopper Classic had submitted a request for a \$5000 sponsorship and that last year the CDC sponsorship was \$5000. She informed the Board that this was a one-day event with the Captain’s party occurring the night before the event. She stated that the committee was requesting the use of the Welcome Center, as permitted the last three years. President Shoaf stated that this event is open to the public with live music both nights. A motion was made by Director Petty and seconded by Director Mulligan to award a sponsorship of \$5000 to the Mexico Beach Gollywhopper Classic. The motion passed unanimously.
 - Director Studstill left the meeting.

Events:

- Vow Renewal Ceremony – President Shoaf informed the Board that 42 couples with approximately 130 friends and family members were registered for the Vow Renewal Ceremony on Saturday, April 14th. After discussion with Director Petty, it was announced for all helpers to arrive at 2:30 p.m. that day to assist with the event.

President’s Report: President Shoaf informed the Board that the welcome center had been busy with visitors even though the snowbirds had departed. She mentioned a Facebook giveaway of a Gulf Foods t-shirt that had 144 entries and 10,000 reactions and an Instagram giveaway of a MBARA cookbook that had 36 entries and 144 likes with the winner of each giveaway being from Georgia. Director Frost and Director Mulligan communicated interest in providing t-shirts from their business for a giveaway.

President Shoaf informed the Board that Mrs. Williams had attended the 231 VisitFlorida Spring Festival to promote Mexico Beach as a vacation destination and she would be attending the I-10 Pensacola VisitFlorida Summer Festival in June.

Discussion followed regarding the new development West of Mexico Beach. President Shoaf informed the Board that this development would be in the Mexico Beach bed tax jurisdiction.

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

Clayton Studstill
Secretary/Treasurer
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